

# The National Underwriter

## LIFE INSURANCE EDITION

INSURANCE  
INSURANCE

THURSDAY, JULY 21, 1921

### Peoria Life Men are Trained for Their Work

This is one of a series presenting the following Peoria Life features:

- |  |   |
|--|---|
| 1—Live attractive policies to meet every need.       | 7—A Big Happy Family of Successful Agents.                |
| 2—Life time contracts providing liberal commissions. | 8—Total Abstainers insured at reduced rates.              |
| 3—All promotions made from the ranks.                | 9—We work for and with our agents.                        |
| 4—Peoria Life men are trained for their work.        | 10—P. D. Q.—“Policies Delivered Quickly.”                 |
| 5—All death-claims paid in 30 minutes.               | 11—Satisfied Policyholders make Prosperous Agents.        |
| 6—We insure women on equal terms with men.           | 12—Peoria Life Investments have their roots in the Earth. |

### Success Talks No. 4

Education is essential to any man who expects to avoid failure in the life insurance business today.

Extensive provisions have been made for the education of Peoria Life men. We offer free of charge to our agents a most practical, thorough course of instruction in the principles of life insurance and salesmanship. It may be safely stated that few companies anywhere emphasize the education of their agency force as strongly as does the Peoria Life, not only through our Insurance and Salesmanship Course, but also by frequent conferences and conventions; the monthly bulletin, a gold-mine of information for our ambitious agents; and the guidance of special men working side by side with our agents in the field.

Peoria Life helps its men make good!

GOOD CONTRACTS TO LIVE CLEAN AGENTS

PEORIA LIFE INSURANCE COMPANY

PEORIA

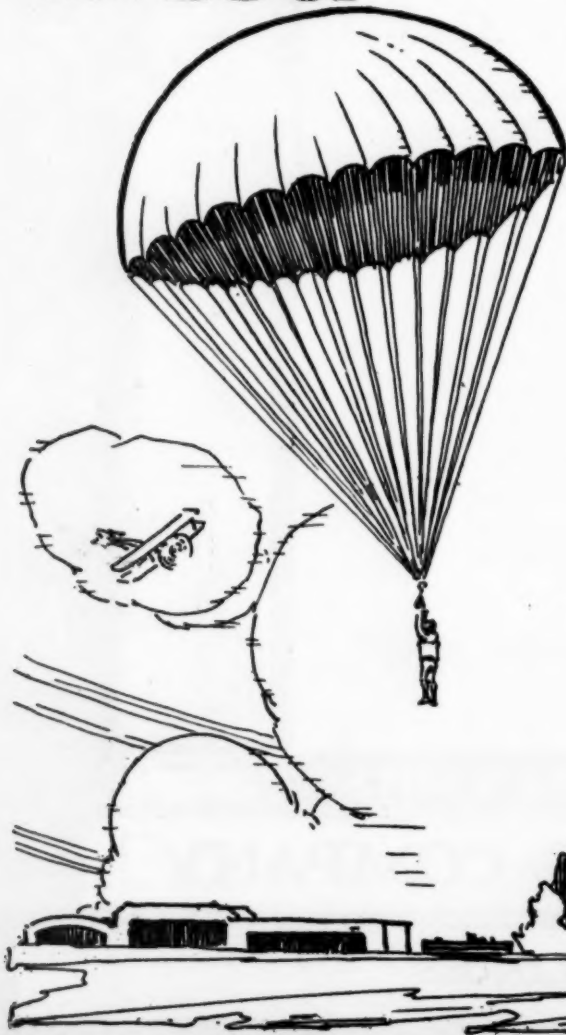
ILLINOIS





# Above Them All-The Ace

We're Dropping  
a Message ~  
to You ~ ~ ~



Our New Accident and Health Department opened for business June 15.

We now offer unexcelled service in Life, Accident, Health and Group Insurance.

Whether you are interested in one or all of these lines, you are cordially invited to negotiate for territory.

Our Expansion Program calls for big men equipped for leadership. Our agency contracts are attractive.

Drop US a message and we'll tell you all about the ACE and other New Accident and Health Policies.

**Missouri State Life Insurance Company**

*M. E. Singleton, President*

**Home Office, St. Louis**



# The National Underwriter

## LIFE INSURANCE EDITION

Twenty-Fifth Year No. 29

CHICAGO, CINCINNATI AND NEW YORK, THURSDAY, JULY 21, 1921

\$3.00 per year, 15 Cents a Copy

### UNTERMYER TAKES JAB AT INSURANCE MEN

Counsel for Lockwood Committee  
Gives Pungent Interview While  
Touring Abroad

### ATTACKS LIFE COMPANIES

Evidently Is Aroused by Letter Sent  
Out by President Cox of  
Fire Agents

NEW YORK, July 18.—While in Berlin enroute to Carlsbad, where he is going upon the advice of his physician, Samuel Untermyer, general counsel of the Lockwood legislative housing committee, took a further fling at those in this country who have criticised, or whom he assumes have dared to challenge, his investigation of insurance interests. Mr. Untermyer's remarks, as cabled to the "World" follow:

"I have just heard by cable that attacks upon the Lockwood investigation of life companies' investments, which I predicted from the beginning, have at last been launched, but I am not advised of the grounds of these attacks. The fact that the president of an association of life agents has been selected as a medium for this long awaited propaganda is in itself illuminating. It is by virtue of proxies that the managements gather through these men dependent upon the good will of the managements, and not as true representatives of the policyholders, that the self-constituted officials of these so-called mutual companies accomplish their self-perpetuating control over their vast funds.

#### Some Not Well Managed

"Most of these companies are fortunately well managed at the present time, but this is far from true of all of them. The investigation of this phase of the housing situation is still unfinished. The men who are claimed to have been unfairly treated upon the witness stand were offered full opportunity, and were again and again invited to explain under oath testimony that was extracted from them.

"One of them who now is loudest in his denunciations of the investigation, and on whose behalf this propaganda is being conducted, repeatedly refused to answer questions he was directed by the committee to answer. When pressed for his reason for withholding information from 15,000,000 policyholders on whose behalf he was administering \$700,000,000 of their money, as their trustee, he could give no better reason than that his refusal was based on advice of counsel.

"Why he acts on that advice we shall learn when he is brought to account for his refusal, which will be in autumn, when the inquiry is resumed. All he is asked to explain is testimony extracted from his own lips. In the meantime the public will, I am sure, be able to appraise this propaganda at its true value.

#### Like Attacks on Hughes

"These attacks are of the same character as were directed against Charles E. Hughes in 1916. This attitude will strengthen general feeling that there is need of a thorough and fearless investigation.

(CONTINUED ON PAGE 13)

### RIGHT TO TAX UPHELD

PAY ON INSURANCE PROCEEDS

Wisconsin Supreme Court Holds Payments to Beneficiary Subject to Inheritance Tax

Madison, Wis., July 19.—That life insurance payments to a beneficiary are taxable under the Wisconsin inheritance tax law was the opinion of the Wisconsin supreme court in the case of Allis vs. state of Wisconsin. The decision is of far-reaching importance.

At the time of the death of Charles Allis, Milwaukee manufacturer, there were in force policies upon his life aggregating \$306,000, in all of which policies his wife was named beneficiary. All of the policies are ordinary life policies. Five of the policies, aggregating \$236,000 were taken in 1908. The premiums on those policies amounted to \$142,674.60. The county court held that no inheritance tax was due on account of said life insurance. The state appealed.

#### Fund Held Taxable

"It is manifest that this insurance fund in the hands of the widow," says Justice Siebeker in the opinion of the court, "is within the field of inheritance taxation even if it were considered that this husband's interests had been transferred to his widow before his death under the terms of the insurance contract. Such a transaction would be in substance a transfer of his property to her and constitutes in legal effect a transfer of the same kind as is accomplished by a gift. It must be borne in mind that the statute provides: 'Insurance payable upon the death of any person shall be deemed a part of his estate for the purposes of the tax.' Here we have a plain declaration that such a transfer which was intended to take effect in possession or enjoyment when the husband died shall be subjected to the tax upon the ground that the widow in fact came into possession and enjoyment of this property from him at his death.

#### Called Part of Estate

"As stated in the Ebeling case: 'Whether these gifts, therefore, be held to be gifts in contemplation of death or gifts "inter vivos" they are not beyond the power of the legislature to tax.' As above indicated the result of buying these policies by the husband is that he in a proper and legal sense transferred to his widow a substantial part of his estate, and that such transfer became consummated in possession and enjoyment at the time of his death, and hence is one which the legislature had the power to tax."

#### Alabama Company Changes Name

The Great Southern Life of Alabama has changed its name to the Alabama National Life. This company recently applied for admission to Texas, which was denied owing to the fact that the Great Southern Life of Houston-Dallas is already operating in that state, and it was felt that the licensing of the Alabama company might result in some confusion.

### HOLD RECORD MEETING

PACIFIC MUTUAL CONVENTION

Gathering at Home Office Most Successful Yet Held—R. L. Coleman Heads Big Tree Club

The most successful convention in the history of the company was that just held in Los Angeles, Cal., by the Pacific Mutual Life. The Big Tree Club, the producers' organization of the company, held a record meeting and the managers were also present from all parts of the country. An especially interesting and instructive program was given and was judged by all as "unbeatable." The program consisted mainly of special selling talks, followed by discussions on each topic on the part of all. Several were assigned to give three-minute talks on each subject and they kept the program from becoming slow. The majority of the big producers were heard from and many new ideas developed.

#### Financial Side Shown

One of the talks of special interest was made by Lee A. Phillips, vice-president and treasurer, who gave a survey of the financial end of the business. It was instructive and helpful to the agents to learn the manner of conducting the business from the viewpoint of the home office, and especially from the treasurer's office. An analysis of the use of each dollar taken in by the company was given and suggestions made both to agent and office.

The Big Tree Club elected officers for the coming year, Robert L. Coleman of Mt. Sterling, Ky., the "million-a-year" man, being chosen president. Thomas Proctor of Santa Rosa, Cal., was made vice-president and Edna Earle of Los Angeles, secretary-treasurer.

#### Dedicate New Building

Another feature of the celebration was the dedication of the new Pacific Mutual building, just completed and ready for use. The company took advantage of the convention gathering to have an elaborate dedication program and the evidence of the company's strength and aggressiveness was emphasized to the agents and managers by the new building.

#### Interest in Trust Company Merger

Chicago life insurance men are interested in the fact that the Great Lakes Trust Company has retired from business and sold its deposits to the Central Trust Company of Chicago. Through the Great Lakes Trust Company the Bowes Merrick Pickering Agency of Chicago was selling a combination savings bank-life insurance plan. The policies were issued in the Travelers. The assured made a monthly deposit in the bank, the one deposit covering the life insurance premium as well as the savings feature. The accounts that have been secured will not be transferred to the Central Trust Company. Richard H. Pickering, the life insurance man of the Bowes Merrick Pickering Agency, states that he will make a new connection for the continuance of his plan with another Chicago bank.

### CRACK PRODUCERS OF MISSOURI STATE MEET

Company's Quarter Million Club  
Holds First Convention at  
Philadelphia

### BEHRENS IS PRESIDENT

Was Also First Head of \$100,000 Club  
—F. W. Ganse Raps Haphazard  
Methods of Selling

PHILADELPHIA, PA., July 20.—"If you are working only for the commission and haven't the slightest conception of your duty towards the community, you don't belong in the business. I feel that the work we are engaged in is beyond the measure of dollars and cents. If you don't believe that the work we are engaged in is the best, get out of the business." With these ringing remarks, delivered straight from the shoulder, President Marvin E. Singleton of the Missouri State Life brought to a conclusion the two-day convention of the Quarter Million Club—the first annual convention of that organization—held here last Thursday and Friday.

About 115 agents were in attendance at the meeting, hailing from the Pacific coast, West, South and East. Underlying the business sessions ran an undercurrent of sound, sane reasoning and advice to the agents. Discussion of the company's policies and peppery selling talks were the order of both days' meetings, yet practically every speaker had some word to say that savored of hard thought—advice that is much needed in the life insurance business today.

#### New Officers of Club

Shortly after the opening day's session got under way, the results of the election of the officers of the Quarter Million Club were announced. William J. Behrens of Abilene, Tex., who was the first president of the company's \$100,000 Club, has the honor of also being the first president of the Quarter Million Club. Mr. Behrens won this honor due to the fact that his general agency had the most credits for qualified men. The first vice-president—the agent who led the company last year in volume of paid-for business—is Robert C. Newman of St. Louis, Mo. Lorick & Vaiden, general agents at Augusta, Ga., captured the second vice-presidency. Thomas J. Farris of St. Louis is third vice-president; Marion Rich, Columbia, S. C., fourth vice-president, and Andy Gravitt, Tulsa, Okla., fifth vice-president.

It was also announced that W. J. Strauss of Houston, Tex., was the first member to qualify for the \$100,000 Club for 1922.

#### Lawrence's Absence Causes Gloom

Among all the joy and enthusiasm that was plainly evident at both days' sessions and at the banquet on Thurs-

day night, there was a feeling of gloom, due to the absence of Vice-President T. F. Lawrence. For months Mr. Lawrence had worked, planning the first convention of the Quarter Million Club, which he was instrumental in organizing, and the three regional conferences of the \$100,000 Club. He had worked especially hard planning those four conventions, and just a few days before the first convention was to be held, he was taken ill, due mainly to overwork, and was forced to go away to the wilds of Michigan for his health. A committee was appointed at the opening day's meeting that sent Mr. Lawrence a telegram of sympathy, condolence and good news—that the members of that club would work hard for him to make him feel good at next year's convention.

#### Philadelphia Alderman Speaks

After the convention was called to order by President Singleton, Mayor J. Hampton Moore of Philadelphia was scheduled to make the address of welcome, but he was called out of town, and sent Councilman Van Tagen to take his place. As the mayor paid a splendid tribute to life insurance and life insurance agents at the Philadelphia Sales Congress last March, so his representative paid a splendid tribute to the most wonderful business in the world.

"I don't know anything about life insurance," said Councilman Van Tagen; "I carry it and I am one of those fellows that never even read the policy. So I have a great deal of faith in life insurance men, and I am certain that everyone who carries life insurance has faith in life insurance men, because, as you and I know, it is not ten in 100 that read their life insurance policies. We just go on faith in the laws of the commonwealth and of the practices of the insurance companies. So there is a great deal of confidence in your vocation."

#### Robinson's Call to Arms

Following Councilman Van Tagen, W. R. Robinson, general agent at Philadelphia, delivered a forceful address containing in its conclusion another call to arms of life insurance agents.

"Our job," said Mr. Robinson, "is to aid the widows and orphans. We love our work, and I think that any real, live, honest man, which you all are, will say that you feel deeply in your soul that that is the best possible use you can make of your time and of your lives."

"May I say this little word—throw out this little suggestion on the side? We are all suffering from this terrific depression, this stagnation, and I feel and believe that the solution of a revival in trade, better business, normal times, is renewed confidence. It must be brought about by the willingness of a man to spend his money in legitimate lines and purposes in order that other people may make some profit out of his money and restore credit and restore confidence in the business world. Therefore, I think we ought to get this in our minds very clearly—that just as during the war, life insurance men and women rallied to the support of the government, gave their time and money, were three-minute speakers in the Liberty Loan drives; nothing they could do was too much for the government for them to give of their time, their labors, their money and their effort so that we might go in the war and win; that today, although the need is not so inspiring and not so inspiring, every life insurance man and woman should make it their business as they go throughout the country to impress upon the people with whom they come in contact that the minute they regain their confidence this country of ours is a good, safe country to live in, to work in and to spend your money in. The very minute that idea gets into their minds we will have a revival of business, and that means that everybody will get along and we will not have this cloud of depression which

## MORE HALF YEAR FIGURES

**A**DDITIONAL figures on the first six months' business of life companies for the present year show the same results as the list already printed. There is a general increase over 1919 of about 25 per cent, a general decrease from last year of the same amount and a great falling off in renewals. There are some unusual cases, such as the 250 per cent increase over last year by the United Life & Accident of New Hampshire, the 55 per cent in-

crease over last year by the Knights Life of Pennsylvania and good increases by the Amicable Life of Texas, Canada Life of Toronto and Security Mutual of New York. However, the majority of the companies are in the class of a 20 to 30 per cent decrease from last year, though most of them have a good increase over 1919. The New England Mutual and the Penn Mutual both have had that experience. The additional figures are as follows:

	New Paid-For Business 1st 6 mo. 1921	Increase in Ins. in force 1st 6 mo. 1921	New Paid-For Business 1st 6 mo. 1920	Increase in Ins. in force 1st 6 mo. 1920
American Bankers, Ill. ....	\$ 2,104,024	\$ 155,483	\$ 2,894,676	\$ 1,351,900
Amicable Life, Texas .....	2,695,500	1,707,671	1,946,480	1,594,461
Atlantic Life, Va. ....	7,651,291	3,448,681	11,048,036	9,147,059
Berkshire Life, Mass. ....	8,982,952	5,017,373	11,324,115	8,846,137
Canada Life, Toronto .....	\$1,806,156	25,009,157	29,871,830	26,212,548
Cleveland Life, Ohio .....	2,539,765	1,068,167	2,546,240	1,908,525
Great State Life, Kan. ....	2,401,000	1,006,500	2,278,500	2,272,400
Knights Life, Pa. ....	2,308,000	1,881,000	1,864,500	1,241,000
Lafayette Life, Ind. ....	1,673,992	929,101	1,784,612	1,286,728
Manhattan Life, N. Y. ....	5,157,737	1,064,246	6,896,616	4,794,443
New England Mut., Mass. ....	44,642,820	30,056,082	64,241,209	54,845,932
Penn Mutual, Pa. ....	72,130,154	34,221,968	99,834,316	73,195,293
Provident Life & Acci., Tenn. ....	2,534,150	.....	3,330,385	.....
Quick Pay Old Line, Mo. ....	971,824	54,588	960,607	385,921
Security Mutual, N. Y. ....	4,463,000	374,501	2,734,000	539,217
Equitable, Washington, D. C. ....	3,538,232	945,598	4,017,871	2,202,420
Mid-Continent, Okla. ....	7,292,419	*4,000,000	6,458,664	*4,000,000
Union Mutual, Me. ....	3,338,197	500,156	3,843,467	1,058,646
United Life & Acci., N. H. ....	10,506,625	8,452,451	3,890,105	3,095,668

\*Approximately.

has settled down on the American people."

#### Too Much Haphazard Work

The feature of the opening day's session was the talk of Franklin W. Ganse of the Columbian National of Boston, chairman of the executive committee of the National Association of Life Underwriters. Mr. Ganse minced no words in declaring that there was too much life insurance being sold in a haphazard manner. His topic was "Bull's-Eye vs. Barn Door," and was chock-full of ideas to the life agents. Underlying his theme ran a message that he emphasized time and again—that the agent is doing things in a haphazard way. He declared that too many agents today are shooting with buckshot at a barn door.

"Shooting with buckshot at a barn door is bound to get some scattered hits," stated Mr. Ganse. "Any man who will work faithfully and see enough people will support himself. Can't we go further with the buckshot idea? Can't we go further to the man with the rifle aiming at a definite object? Instead of a man saying, 'Mr. Smith, I want to sell you life insurance,' let a man have a definite idea as to the needs of his prospect and of the proposition which he proposes."

#### Work Out Clients' Needs

He then went on to illustrate this point by telling the story of a man who claimed to be a machinist simply because he put on bolt 248. He said that there were too many of that sort of life insurance salesmen in the business today. He then went on to take up the selling end of his address.

He declared that a man has three things; he has some assets, some liabilities, some life insurance. He then stated that there were a number of links going on to make up a sale and that these links must be co-ordinated. "Work out the needs of your clients," he urged his audience, "and meet them. You will sell far more insurance."

Mr. Ganse said that the earning power of the American public is \$50,000,000,000 a year. The people, he stated, are insured for 80 per cent of their first year's income.

#### Ten Links in Selling

"The average wealth of the American people is \$4,000," he declared, "therefore there should be \$400,000,000 of insurance in force. Why isn't it? Because the public is insured for only four-fifths of its year's income."

Mr. Ganse then went on to say that there were ten links to be used in selling life insurance. Link No. 1 he termed

the "squaring up" link. He stated that this link would pay the income tax, inheritance taxes, doctor's bills, etc.

"Be specific," he told his audience, "go into the needs of the man. He will be more willing to take it up."

Link No. 2 Mr. Ganse explained as bridging the school period. "It is bridging the time from your death," he said, "to the time your children graduate high school." Link No. 3 he termed as putting a roof over the family's head. He said that he was recently talking to the superintendent of education in Boston and was informed that in nine cases out of ten of boys who came to high school and whose fathers die, they leave high school and go to work. "A roof over the family's head is all important," he declared, and then went on to tell of a case he wrote.

#### Monthly Income for Widow

"I sold a policy the other day on a man who lives in an apartment. 'How would your family live should you die?' I asked him. He replied that he never thought of it. 'Would they live in the apartment?' He replied in the negative; that his family was crazy to go to the country. I sold that man a \$5,000 policy and told him to put it in a separate envelope so that after his death his wife could buy a home in the country."

A monthly income for the widow is Mr. Ganse's fourth link. He stated that a monthly income would provide the necessities of life. There are three aspects a family needs money for—absolute necessities, comforts, luxuries. As an argument the agent can use in this link, Mr. Ganse stated that the time comes when the family begins to break up. The mother is left alone. "You want to keep her in comfort."

#### Old Age Protection

The fifth, and what he terms the last link of absolute necessity, Mr. Ganse gave, as old age protection for father and mother. The balance of the links are business, comforts, college, bequests and taxes.

Referring to inheritance taxes, Mr. Ganse stated that life insurance men should study more about this subject. He stated that the average agent doesn't know anything about investments, bonds, etc. He also declared that the agent can use the inheritance tax idea on the small man of from \$50,000 to \$100,000 with the idea of squaring up.

He said that there was a wonderful field in the life insurance business today. That last year the prospect stated he could not afford to buy life insurance because it cost twice as much to live. This year there has been a big drop in living costs which is just the same as an increase in salary to the prospect. He then went on to show that in reality 1921 is showing a normal increase in volume of life business being written.

"There is no use for growling," he stated in conclusion. "The man who'll use his utmost ability and will tell him—"

(CONTINUED ON PAGE 8)

## PLANS BIG CAMPAIGN

### DRIVE BY CONTINENTAL LIFE

Following Reorganization Kansas City Company Sets Goal at Million for August

The reorganization of the Continental Life of Kansas City, Mo., as announced last week, is to be followed up by an aggressive campaign for new business. During August, according to P. W. Schweich, the secretary and new superintendent of agents, the agency force will put on a drive in honor of the newly elected president to write a minimum of \$1,000,000 in new business. This is expected to restore the production average of 1920, when the production was over \$11,000,000 for the twelve months. For the past few months business had fallen off, reaching the low stage of about \$600,000 one month.

#### Company's New President

The new president is one of Kansas City's successful business men, being the owner and manager of the Berkshire Lumber Company, a director in the Midwest Trust Company, a member of the Park Board, and now president of the Continental Life. In speaking of the policies of the company, he stated that there would be no great changes, except that all departments were going to get out after the business.

"We have a good little company, and it is now in good shape in every particular. We have a strong organization, and there is a good spirit among the force, and we expect to show a decided increase in new business in the months to come," is the way the new president summed up the situation.

#### Cowgill Chairman of Board

The chairman of the board of directors of the Continental Life is Mayor James Cowgill, who was the president of the Pioneer Life before it was merged into the Continental. Closely associated with him in the city affairs is City Counselor E. M. Harber, who becomes vice-president of the Continental Life, and who will also act as counsel for the company.

The company will undertake an intensive cultivation of the fields now occupied in the 13 states in which it is doing business, rather than extend its business into new territory.

#### Austin Sues for Fee

The Cooperative Society of America some months ago purchased the Peoples Life of Chicago and the company is being operated under its auspices. Harry G. Austin has brought suit against Harrison Parker, N. A. Hawkinson and John Coe, trustees of the Cooperative Society, for \$50,000. Mr. Austin charges that he had an arrangement with the trustees to purchase a life company for the Cooperative Society. He declares that after the deal was completed and the Peoples Life was secured, the trustees refused to pay him for his services. Mr. Austin will be remembered as the former president of the Old Colony Life and at one time was a well-known figure in Chicago life insurance circles.

#### Columbus Mutual Meeting

The agents of the Columbus Mutual Life from the Pontiac, Charlotte, Grand Rapids, Kalamazoo and Lansing districts held a meeting in Lansing last week. President C. W. Brandon was present. The company recently established an agency at Lansing in charge of Elmer A. Newark, who formerly had charge of the Lansing agency of the Masonic Mutual Life. LeVerne R. Cochran and Albert W. Ingman, who were connected with the Masonic Mutual, have also gone with the Columbus Mutual at Lansing. President Brandon left for Detroit, where a similar agency meeting was held.



## UNTERMYER CHARGES CAUSE LITTLE WORRY

Slight Attention Is Paid to "Revelations" Outside of New York City

### NO EFFECT ON BUSINESS

No Disposition Shown by Companies to Change Their Policy in Regard to Investments

NEW YORK, July 19.—Life men are not seriously disturbed over anything that has been disclosed in connection with their business before the Lockwood committee, contending that despite the sensational assertions made by Samuel Untermyer and promptly echoed in the daily press of this city, proper explanation of every one of the charges could be made had opportunity for so doing been granted by the committee's counsel; a fact that is being borne into the minds of the thinking people of the community. Apparently the press outside New York city has paid little attention to the doings of the Lockwood committee, and it is understood that the up-state members of the New York legislature are impressed not at all by the alleged "revelations" developed by Mr. Untermyer; while certain members of the committee itself are credited with the belief that a more sane policy of investigation should be pursued when the hearings are resumed in the early fall.

#### Life Companies and Banks

One of the "damaging" (sic) truths learned by Mr. Untermyer during his examination of President Dryden of the Prudential was that certain trustees of the company were likewise directors of financial institutions in which the life office was a heavy depositor. Following publication of this admission the commissioner of one of the far Western states addressed the management of a leading life company of this city, asking whether the same conditions are to be found among its directors. He was promptly told that such was the fact, and the comment added that the management of the institution would not think of leaving large sums of policyholders' funds with banks or trust companies upon the boards of which the life office did not have representation. The wisdom of such policy will be apparent to any business man.

It will not be very flattering to Mr. Untermyer to learn that his "disclosures" with respect to life insurance have excited little interest among the agency fraternity throughout the country, and has had no influence whatever upon the writing of business. Executives of Eastern companies have heard little from their field men upon the general subject, and in the limited number of cases in which inquiry has been made, satisfactory explanation has been given.

#### No Change in Loan Policy

Despite Mr. Untermyer's vociferous advocacy of real estate loans as a medium for the investment of life insurance funds, the companies have shown no disposition to depart from the policy hitherto pursued in such respect, feeling that within the scope of the law the directors of the respective companies may be counted upon to invest in such forms of securities as seem to them best, utterly regardless as to what Mr. Untermyer may say or think. Just now they are more concerned in policyholders' loans than in any other form of investment; the demands for accommodation from policyholders, while not so insistent as it was some months ago, is yet far and away above the normal, and requires the maintaining of large cash funds for its accommodation.

## DON'T MIND BANK PLAN

LIFE AGENTS NOT WORRYING

Doubt Success of Savings-Life Insurance Scheme—Take Small Cases Off Of Their Hands

Another question of competition is now before the Chicago life insurance agents in the new bank agency plan. Only a short time ago the general insurance agency question was rankling the agents and now a similar problem has arisen. The plan, whereby a savings account and life policy are offered under a single monthly payment to the bank, is a scheme for life business like that of the general agencies. It means a drag on life insurance prospects by agents who have an advantage over the life specialist. However, the agents do not feel antagonistic towards it, but rather skeptical as to its success and even in sympathy with the move.

It was said by one agent that the scheme is, in fact, an aid to the agent. Few agents make their money from the small policyholder, the \$1,000 man. Both agent and company spend more time and money, with less profit, on small prospects than on big ones. As the bank scheme would interest only these smaller prospects, the project will have little effect on the work of the specializing agent. It may take away prospects, but only from the class that the agent can best and often desires to dispose of.

#### Little Profit in Small Cases

This feature is also mentioned as one of the dangers to the success of the plan. There is little profit in handling the small cases if no big ones are acquired. The medical fee alone eats up the profit. Although the large number expected under the new plan will make a smaller margin of profit possible, it will not counteract the trouble always encountered with the little cases.

The expense of the scheme is also mentioned as a source of trouble. As in a general agency, the overhead is so large as to be burden some, unless a tremendous outlay is made. The plan will not succeed unless life insurance men are doing the soliciting and managing. Layman salesmanship of insurance can not prosper. The upkeep of a staff of insurance specialists would require more than the usual number of small policyholders. One general agent said that either the attempt to run the business without specialists or the cost of hiring the specialists would certainly render the plan unsuccessful very soon.

#### Method of Selling Questioned

The method of selling is questioned also. It is suggested that a depositor may consider it an affront to be approached by a representative of a bank on an insurance deal. Whatever method of selling is used, it gives the appearance of taking advantage of existing relations. There is also a continual danger of rejection of prospects by the insurance companies, which would be a still greater source of dissatisfaction among depositors. The rejected prospect is always a sore spot for the agent, and for the bank to have such depositors on its books would not be for its good.

While it is not believed that the project will be especially prosperous for the banks, although they are said to have made the original proposal, it is thought by some that it will help the insurance business. It covers all possible \$1,000 applicants, thus relieving the agents of the additional work. It will give insurance some excellent advertising, for the association of the name with that of banking would strengthen it in the mind of many

## RENEWAL RECORD GOOD

LAPSES LIGHT IN CHICAGO

Agents and Managers There Find Most Policyholders Anxious to Keep Insurance in Force

While the effects of summer are being felt in many offices, through the seasonal slump of business and by reason of the many agency conventions in all parts of the country, the agents and managers in Chicago are especially encouraged by the renewal record which is now being made. It appears to be a quite common experience in the Chicago district that with few exceptions policyholders are renewing. It may be due to the fact that Chicago has been slower to feel the effects of the readjustment, but it is helpful at this time.

It has been feared that especially the new policyholders, acquired during the last two years of flush times, would withdraw immediately upon the arrival of such times of stringency as are now being left. Taking the policies that were larger than they would ordinarily have considered, it was not believed they would be able to keep up premium payments upon the arrival of reduced salaries and wages.

#### Not Taken as Passing Whim

Apparently these newly acquired assureds did not take the insurance merely as a passing whim and as a means of spending excess profits. The continuation of premium payments, often with great effort, gives evidence of the fact that those buying life insurance today are doing so with a realization of what insurance is. They are sold on the matter and fully realize the necessity for such protection. Some agents say that no additional efforts are required to produce this remarkable renewal record, that the policyholders are renewing without question. Some cases are found where special efforts are necessary for the renewal premium payments, but it no longer seems necessary for the agent to do the urging. As one agent remarked, the policyholder now follows up the agent for means of meeting the payments in the face of the lack of funds. Determined to continue the insurance in preference to all other "luxuries," payments are made or notes given to cover. It indicates that insurance will be the last thing dropped from the family budget.

#### More Lapses on Small Cases

The few cases of lapsation that are reported seem to be among the smaller policyholders. There are cases in the \$1,000 and \$2,000 classes that have not been able to keep up the payments. They have been what might be termed "marginal policyholders" from the beginning, and with even a slight reduction in salary they cannot possibly find room for the extra expense. Such cases are reported to be few, and, in consequence of the individual amounts, they do not make any serious inroad in the total premium income from renewals. The majority of policyholders are holding fast and even though new business does not equal the records made last year, the renewals give the agents especial encouragement.

among the depositors or outsiders. Insurance has not quite attained the dignified height that banking has, and this association is looked upon by some as helpful. There cannot be too much competition. There is always room for more and thus all banks can operate on this scheme, if found practicable, without worry to the life agent. Success is doubted, but if it happens that the bank agencies prosper, the life specialist will not worry.

The annual agency meeting of the Peoples Life of Frankfort, Ind., will be held at the home office Aug. 18-20.

## CRISIS IS PASSED IN SOUTH, LIFE MEN SAY

Improvement Noted Since June 1 by All Companies Operating in That Section

### HIT BY SLUMP IN COTTON

Practically the Entire Southland Is Dependent on That Great Agricultural Staple

ATLANTA, GA., July 19.—Until very recently there has been no appreciable improvement in the Southern states from purely a life insurance point of view, since the slump of business set in last October. However, early in June, improving signs were noted in different quarters, and from every section come tidings of better conditions. The experience of companies domiciled in the South has been about the same as that of Eastern and Northern companies operating in the same section. It is generally thought now that the crisis has been passed, and that business from this time on will move along an up-grade.

#### Cotton Predominating Crop

In surveying the South, it must be taken into consideration that nearly all of the states comprising this group are almost wholly agricultural states, and that cotton is still the predominating crop.

In Alabama alone, of the Southern states, are found coal and iron industries; of the crops, tobacco growth is confined almost entirely to sections of Virginia and the Carolinas. In Florida, orange culture occupies some of the population, while in Louisiana and Arkansas there is rice, and in Oklahoma extensive corn and wheat fields, leaving, however, the vast major portion of southern tillable acreage to cotton cultivation.

With that staple bringing on the market only about one-fourth of the price commanded a year ago, it was but natural that there should be a great scarcity of money among farmers, and consequently among merchants who are dependent upon crop conditions for the best portion of trading. The result to insurance companies was a falling-off in the production of new business, and heavy lapsation of old business, as well as largely increased policy loans and accommodations to policyholders.

Cotton is essentially a hot weather plant, and with the advent of warm June days, accompanied by seasonable rains, business began to pick up in some states, notably Mississippi.

#### Policy Loans Heavy

At the close of 1920, in reviewing the annual statements of 12 representative southern companies, located in as many states, it was found that an average of over 20 per cent of their reserves was invested in policy loans. In passing it is interesting to note that companies domiciled in Louisiana and Texas, up to this point, had experienced lighter loans than companies located in other sections of the South, this assertion being based upon ratio of policy loans to reserves. This is probably attributable to the fact that the decline began in the East, and traveled slowly towards the South and West, not striking the furthest remote sections until after it was well on in the East. Consequently policyholders in these companies did not feel the pinch as early as others.

#### Let Up Since April 1

The loans of all companies continued steadily on the increase for the first

## MR. SUCCESSFUL LIFE INSURANCE AGENT

Do you want to secure a General Agency for yourself? If so, read this, it is

### WORTH KNOWING

A \$5,000 Policy in the United Life and Accident Insurance Company guarantees

**FIRST**, that in case of death from any cause, \$5,000, the face of the Policy will be paid.

**SECOND**, that in case of death from any ACCIDENT, \$10,000, or double the face of the Policy, will be paid.

**THIRD**, that in case of death from certain specified accident, \$15,000, or **THREE TIMES** the face of the Policy, will be paid.

**FOURTH**, that in case of total disability as a result of accidental injury, the Company will pay direct to the insured at the rate of \$50 PER WEEK during such disability, but not to exceed 52 weeks, after which the weekly indemnity will be at the rate of \$25 PER WEEK throughout the period of disability. Can insurance do MORE? And why should any man be satisfied with a policy that would do less?

Annual Premium, Age 35, Ordinary Life, \$128.05.

Twenty Payment Life, \$167.10. Twenty Year Endowment, \$235.10.

## UNITED LIFE & ACCIDENT INSURANCE CO.

Home Office, United Life Building

Concord, New Hampshire

### Agency Co-operation

through direct mail advertising is just one of the features which give Fidelity field men a distinct advantage. Last year we distributed 41,341 direct leads—all interested prospects who requested information. This service, and its original policy contracts, enabled Fidelity to show an increase of 28.35 per cent. in paid business last year.

Fidelity operates in 40 states. Full level net premium reserve basis. Insurance in force over \$203,000,000. Faithfully serving insurers since 1878. A few openings for the right men.

**FIDELITY MUTUAL LIFE**  
INSURANCE COMPANY, PHILADELPHIA  
Walter LeMar Talbot, President

Having recently entered  
Indiana

## THE FRANKLIN

Life Insurance Company,  
of Springfield, Illinois,  
has several unusually attractive openings in that state for life men of general agency caliber.

—□—

Contract direct with the  
Company.

—□—

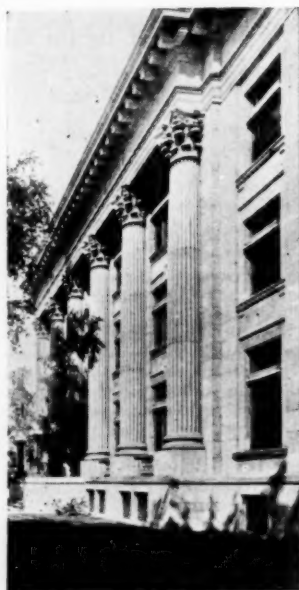
Over \$125,000,000 of insurance in force.

—□—

The remarkable growth and achievements of **THE FRANKLIN LIFE** are due to its traditional "Aggressive Conservatism" and the splendid co-operation between the Company and the Agency Staff.

Let us know something about your qualifications and your ambitions as an insurance man, and we will give you the details of our proposition.

*Write direct to the Home Office,  
Springfield, Ill.*



three months of the new year. About April 1 there was a letup, and now, with most companies, loans are more nearly normal.

In Alabama, where the coal and iron industries are off, one large Eastern company reports its policy loans still very heavy, and growing in percentage.

The evil of this, insofar as the companies are concerned, is not that the supply of available money for investments yielding higher rates of interest is lessened, but that policies laden with loans lapse at a terrific rate.

Some companies are seeking to curtail this. They have abandoned the old form of "certificate of loan," evidencing the indebtedness against a policy, adopting instead a note form, so that the loan will mature in six months or a year from date, at which time an effort is made to secure repayment from the policyholder.

### Work to Reduce Lapses

A lapse ratio twice as great as in 1920 seems to prevail in the South. In some instances it is less, and in some it is greater. General agents and solicitors are giving more time, thought and personal attention to the prevention of lapses than ever before. A conference held by executives of Southern companies in Atlanta last fall contemplated excessive lapsation, and means to prevent this were discussed by those taking part in the conference. The result has been that more active effort has been made during the grace period to collect premiums than ever before, and in addition to this some companies employ salaried men to travel over territory and do restoration work.

The cost to the companies is not materially increased, if at all, by having these men on the road. It is generally a practice among companies not to allow renewal commission for the current year on business reinstated by the home office or its representative. The commissions thus saved will more than defray the salary and traveling expense for a good reinstating agent.

### Renewals at Harvest Time

Heaviest lapses occur when the first renewal is due. At least one Southern company has sought to forestall this during the summer months, when money is scarce in the South. For several years past this company has made an appeal to its agents each summer to write new business with preliminary term until the fall months, so that renewal premiums will fall due at harvest time, when money is more plentiful.

Percentage of production as well as lapse ratios do not vary to any great extent in cities, medium sized towns and rural districts. However, the cities and towns make a slightly better showing in all respects than the country.

Company officials and business men, as well as producers of life insurance who have watched the falling off in business, do not think that the high-water mark of 1920 will be reached again in the next few years; neither do they feel that business will ever retrograde to the 1914 level. Students of the business and its history have compared the present period with the period of deflation following the civil war, and it is the general opinion that there will be a quicker rebound to normal conditions. This assumption is based upon the fact that because of improved means of communication and channels of commerce, all business moves more rapidly now than it did during the '60s and '70s. The 1920 drop was more sudden, and it follows that the duration of low-tide will be shorter, and the ascent quicker.

The new growth will not be as rank as the old, but it will be steadier and healthier. In 1922 terminations will very probably be much less than in 1921; life insurance men in the South feel that it is no time to get nervous and to give way to depression; they have met the issue squarely, and realize that harder canvassing and more persistent efforts will be required, but they are cheerful and optimistic, because they believe results will be good.

## SECURITY LIFE CHANGE

### ABSTAINERS' CLASS DROPPED

Security Mutual of Binghamton, N. Y.,  
Has Discontinued Its Special  
Department

The Security Mutual of Binghamton, N. Y., has discontinued its total abstinence department and Levi Hoag, who established the department and was in charge of it for many years, becomes assistant superintendent of agencies of the company. The Security Mutual has one of the best known total abstinence classes of any of the companies and has a considerable amount of business in force on that basis. The class will be continued for old business but no new business will be written.

President D. S. Dickenson says: We discontinued the total abstinence department after the eighteenth amendment became effective. This was done after careful consideration by the directors and officers of the company. Our experience with the business in this class has always been very favorable with the exception of the 1918-19 influenza epidemic. Strange to say, the mortality under the new business was greater during that period in the total abstinence department than in the general department. We, of course, inspect our business before it is issued and we find there is more or less variation between the statements made by the applicant and the inspector, but we are just as careful selecting for the general class as ever.

### Verdict Against Companies

After 27 minutes' deliberation a jury at Texarkana, Ark., hearing the case of Mrs. Ura E. Dixon vs. Reserve Loan Life, Guardian Life and Modern Order of Praetorians returned a verdict for the plaintiff, awarding her \$16,172, with interest at 6 per cent from March 1, 1921.

Mrs. Dixon is the widow of Dr. B. E. Dixon, who was shot and killed in his office last December. The coroner's jury returned a verdict of suicide, and on this ground the insurance companies declined to pay the policies.

### Reliance Life Meeting at Evansville

The Indiana-Kentucky division of the Reliance Life held its annual meeting at Evansville, Ind., July 8. Evansville secured the meeting in recognition of the record of the local offices, in charge of Eli G. Huber, general agent. The Indiana-Kentucky division led other divisions in the volume of business done during the past two years. An elaborate luncheon was served which was followed by a round table discussion. There was a spirit of optimism among those present and all are looking forward to big business.

W. L. Wilhoite, superintendent of agencies, Memphis, Tenn., and J. F. Campbell, supervisor of agencies, Louisville, Ky., were in attendance.

### Indiana Insurance Directory

The insurance directory of Indiana for 1921-1922 is off the press of THE NATIONAL UNDERWRITER. This book is published every two years. Indiana is one of the important insurance states and the directory reflects the growth of the business in the Hoosier commonwealth. The company department is always of interest as it gives full particulars as to each company operating in the state. Then the various towns are listed with their insurance agents and the companies they represent. The statistical information regarding the various company groups is valuable data for insurance offices. One of the important features of the directory is the department devoted to statutory requirements of the state of Indiana relating to insurance companies compiled by Guilford A. Deitch, the well known insurance attorney of Indianapolis.



## NORTHERN \$100,000 CLUB HOLDS ROUSING RALLY

Leading Producers of Missouri  
State Life in Northern States  
Stage Convention

### TALKS BY BIG WRITERS

President Singleton Presides at Two-  
Day Session—J. H. Wagaman  
of Lamar, Mo., President

At the meeting of the Northern \$100,000 Club of the Missouri State Life held in Chicago this week, Vice-President John J. Moriarity announced that J. H. Wagaman, of Lamar, Mo., has qualified for president; Austin W. Biggs, of the home office general agency at St. Louis, first vice-president; Henry A. Schultze, of the home office agency, second vice-president; C. A. Edwards, of Philadelphia, third vice-president, and J. J. Huber, of the home office agency, as fourth vice-president. President M. E. Singleton, of the company, presided at the sessions Tuesday and Wednesday morning. Tuesday afternoon was given to an automobile ride over the north side boulevard system in Chicago. A dinner was given in the evening at the Hotel LaSalle and a theatre party afterwards.

#### Major Crowley Speaks

Major J. J. Crowley, second vice-president, who is in charge of the accident and health department, announced that the company would begin writing noncancellable health and accident insurance later on, the forms being gotten up the coming fall. Major Crowley in his talk said that the soliciting of accident and health insurance naturally accompanies life insurance. The disability business has grown to vast proportions, there having been over \$100,000,000 in accident and health premiums collected last fall. He said that less than 20 percent of the available prospects are written.

Robert C. Newman, the star solicitor in St. Louis, gave a talk stating that the times are ripe for writing good business if the men go to it.

#### Reichgott on Group Insurance

Henry Reichgott, manager of the group department, gave a talk on the status of group insurance at this time. The Missouri State Life is covering about 20,000 people under group policies. He said that agents feel that the group business is highly technical and involves a vast amount of detail. Mr. Reichgott said that all a man had to know was the fundamental principles and essentials. He said that only one form of group policy was used by the company, it being adapted to all lines of business. Mr. Reichgott said there were many calls for group insurance because it is not understood. Group insurance, as he understands it, is a form of indemnity covering the employees of one person, where the employer pays part or all the premiums. He said that Montgomery Ward & Co., of Chicago, the mail order house, took out the first group insurance policy that was ever issued, while at the present time there are many businesses that are not in prosperous condition and hence not in the market for group insurance. Yet, he said, there are plenty of activities that can be closed for this line. He said that a group policy served to develop the esprit de corps of an organization.

C. M. Cartwright, of THE NATIONAL UNDERWRITER, gave a talk at the Tuesday session. A telegram was read from Roger Hornsby, the well known

ball player of the St. Louis Cardinals, who also writes life insurance for the Missouri State, extending his greetings.

Great credit is due to Karl B. Korrady, Chicago manager, for looking after the comfort of the guests. Mr. Korrady made all the arrangements for the entertainment. He was introduced Tuesday morning at the meeting by President Singleton and made a fine impression on the visitors. Mr. Korrady extended a welcome and then explained the different entertainment features that had been provided.

#### Wednesday's Session

At the Wednesday session, Dr. B. Y. Jaudon, medical director, spoke on "Standard and Sub-Standard Risks," outlining the company's new rules on such cases and requesting greater cooperation between agent, examiner and home office. Clinton O. Shepherd, actuary, read a paper on "The Company and Its Policies," emphasizing the importance of the two old standbys, the ordinary and 20-payment life. He said that 75 percent of all policies written fall in one or the other of these two classes. Major J. J. Crowley, second vice-president, spoke on "Accident and Health Insurance," and his talk, which gave some excellent ideas on the relative importance of the running mate to life insurance, was of special interest in view of the company's new accident policies.

#### Mark W. Cresap Speaks

One of the feature addresses was given by Mark W. Cresap, secretary-treasurer, Hart, Schaffner & Marx, Chicago, who touched upon the conditions throughout the business world. One of the leaders of a manufacturing firm, whose product has a world market, and whose business affairs have completed the readjustment, Mr. Cresap was in a position to give a careful, interesting analysis of the past three years of readjustment. He said that he believed the danger mark had been safely passed and except for the completion of readjustment in those lines which have not yet finished that stage, nothing need be expected other than a steady increase in business prosperity.

Taking statistics computed by the company as a basis, he said that while the first three months of the year saw a loss or "even break," the last three months have seen profits again evident for the retailer. He also gave a very fine piece of praise to the insurance profession, saying that the agent's work was of highest degree of service to man and should be recognized accordingly.

#### President Singleton's Speech

Marvin E. Singleton, president of the Missouri State Life, gave the closing speech and left the agents enthused with the opportunities in the "Golden West," and especially in the service of the Missouri State Life. He called Chicago the world's future business center, St. Louis a running-mate which will develop another New York—Philadelphia district, and the western insurance companies the most fortunate in outlook of all companies. The companies with headquarters in the middle west are now and will be in the future on the ground to take care of every interest in this great territory. He spoke of the conditions of the past year, the help given by the company to meet them, and the need for a continuance of the "profitable reciprocity."

Mr. Singleton spoke with hearty confidence of a bright future. He believes business is now on the mend and will continue to prosper to such an extent that last year will even be bettered by insurance companies. He gave a long list of reasons for his conclusions and made many suggestions for improving business. He emphasized "adaptability" as the great need of company and agent to meet the future with success, and with the adaptability is a new responsibility thrust upon the field man in present day insurance salesmanship.

#### Tabor With Two Republics

Col. John Q. Tabor has been appointed agency manager of the Two Republics Life to succeed E. E. Perrenot, vice-president and agency manager. Col. Tabor for eight years was sales manager for the Magnolia Petroleum Company of Houston, Tex. He has left a very fine record. He is known throughout Texas and the Southwest.

## Indiana Leads Them All

Indiana is the veritable state of leadership. It excels in many directions. It is featured in the papers more than any other commonwealth on account of the conspicuousness of its many activities.

For the time being the state holds the center of the stage because Miss Flora Mae Hackett of Monon, White County Ind., has been awarded the \$10,000 as being the most beautiful girl of all contestants from Michigan, Wisconsin, Iowa, Illinois and Indiana in the Chicago Tribune's "Beauty Contest." The decision was left to three noted artists, Pauline Palmer, Alvin Polasek and J. Wellington Reynolds.

The entire central west is interested in this contest. The artists found before them many beautiful young women from all sections. Indiana, however, won the prize.

This is but another indication of those peculiar human qualities that have brought Indiana into prominence in so many ways. Primarily, her people are home loving. They are loyal to their various communities, their cities and the state. They cling tenaciously to the traditions and history of the Hoosier commonwealth.

They have great affection for the institution of the state. They look upon Indiana enterprises as particularly fitted to deal with the people of the state.

The Central States Life of Crawfordsville, Ind., is a typical Indiana institution. It confines its business to Indiana. It has made a careful study of the state and, therefore, is fully acquainted with the conditions of each community. The home office, is, therefore, in a position to assist in a practical and intelligent way the agents in any part of the state in giving the greatest service to policyholders.

The Central States Life makes an appeal to Indiana people in a good old Indiana fashion. Its policies are liberal and make a strong appeal to Indiana folks.

Indiana offers many opportunities to life insurance men today. The Central States Life has territory that can be assigned to live men.

Come with the

## Central States Life Insurance Company

CRAWFORDSVILLE, INDIANA

If you want to write life insurance  
in Indiana

WRITE TO

**THOMAS L. NEAL**

Second Vice President and Agency Manager

President

**Edwin M. Brown**

Secretary

**Clifford V. Peterson**

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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### Collateral Education

In a recent address before the Chicago chapter of the Society of Industrial Engineers, the manager of industrial relations of Swift & Co. read an address entitled "What's the Matter with America?" He declared that "the trouble with America today is chiefly the lack of education in many matters, among these, lack of knowledge of the unchanging laws of business and industry" \* \* \* "We have got to stabilize business and industry through education," he declared.

What was meant to be asserted was that while vocational training might make a man expert in the technicalities of his calling, there was need of what we may call collateral education. The danger of a "little knowledge," the seductive insecurity of knowing rules rather than reason, in a word the danger of half education, seemed to the speaker a genuine danger to our country. He said: "These, then, are the three qualities of the half-educated man—the belief in magic or luck, the thinking to justify one's self only and the failure to think through to a finish."

Of these three evils, the first and second any man may correct. Life is not a sporting proposition. Don't wait for its opportunity to knock at your door, knock at opportunity's door or, better, try to open it without knocking. Second, do not plead an alibi. The third evil needs more serious consideration. Learn to think to a finish. Do not temporize with an issue. There is no need here to comment on the wisdom or folly of outlooks on life. We have no desire to generalize here the lesson of the times.

To life underwriters, the value and the need of more thorough vocational training is recognized. The one-day Congresses held throughout the country during the early weeks of the present year demonstrate the interest and the serious appreciation of life underwriters for informative knowledge and scientific grasp of the essentials of life insurance selling as a vocation. Many life underwriters, however, tend to a selection of parts only of the program of the congress or convention they attend. Many wish to hear only the concrete.

A professor of psychology who conducted a life insurance school at one of the universities said recently: "One half of my class wanted to know how to get an immediate application; the other half wanted to understand life insurance technicalities, but all of them wanted to learn rules, just rules." It

was the desire to dispense with the need of thinking through to a finish. Particularly in the consideration of the inheritance tax and income tax statutes, the desire of many life indemnities is for rulings rather than for cause.

The life underwriter, therefore, who attends any of these sales congresses should go mentally disciplined to give equal attention to the entire program. Some topics may be of greater individual interest and give greater pleasure because their higher personal appeal makes them capable of understanding with a relaxation of mental effort. There is a danger in over-ease of understanding. It is natural to shun intellectual effort, but a determined application to difficult subjects, the expenditure of genuine study to grasp to understanding, gives awards higher than those embraced in the mere understanding of a subject.

The highest value of education is its collateral value, its power to give mental equipment in addition to specific information. We forget usually with an ease proportional to that experienced in learning. We may listen to a practical presentation of how one man achieved results and think we have learned the method of the master. We fall down, however, when we attempt to duplicate the master's success. It is doubtful if any man ever won high competency by imitative effort. We must create in order to achieve real success, and we do create through manifestations of our own personality.

To understand reasons makes understanding of rules an assumption. Rules follow reason, reasons never follow rules. The master of method seldom fears imitation, just as the true artist sneers at imitators. It is just the old doctrine which Horace expressed 2,000 years ago, which may be freely translated thus: He will do a lot of sweating who dares to do a thing just like its originator did it.

It pays to stand by your guns, whether the candidate for insurance agrees with your determination or not. He certainly will be far from impressed if he can make you back water.

There are many women who think that they are as good as a bank when it comes to investing funds, just because their husbands knew enough never to trust them with money during their lives and that's why they fret at the income plan settlement.

### PERSONAL GLIMPSES OF LIFE UNDERWRITERS

President **George Kuhns** of the Bankers Life of Iowa is spending his week-ends this summer with his family who are established for the summer at Spirit Lake. President Kuhns says that he has found at Spirit Lake a fishing ground so crowded with fishes that it is necessary for him to hide behind a rock every time he baits his hook.

Vice-President **G. S. Nollen** of the Bankers Life of Iowa has recently been elected as alumni member of the Board of trustees of Grinnell College, Grinnell, Ia.

President **J. B. Reynolds** of the Kansas City Life has achieved a notable victory by having his horse, "Joe B.," win in the "Grand Circuit" racing event at Toledo, O. President Reynolds is one of the greatest horse fanciers in the west and has some animals that are very swift on their feet. He was at Toledo at the time of the races watching his horse. During the present week Mr. Reynolds has the horse, "Joe B.," entered in the "News-Bee" special race at Toledo. Some of his horses were entered last week at the Illinois Valley Circuit races which were run at Kewanee, Ill. Some of Mr. Reynolds' horses have won in the "Great Western Circuit" and in the "Illinois Valley Circuit." It has been the ambition of his life, however, to have a winner in the "Grand Circuit."

**Dan R. Conway**, residing at Elma, Ia., lost his life Tuesday, July 5th, in an unsuccessful attempt to save a child who had taken hold of a chain accidentally thrown across a live electric wire. In attempting to extricate the child from its situation, Mr. Conway received the entire charge of 2,400 volts from the electric wire and died within an hour. Mr. Conway was for three consecutive years one of the leading local representatives of the Western Life in northern Iowa. He had already written close to \$100,000 since Jan. 1.

**John R. Schindel**, one of the foremost young lawyers of Cincinnati, has been made general counsel for the Columbia Life, succeeding Harry B. Klein, who has removed to New York and has formed a very desirable connection there.

**O. B. Haller**, agency manager of the Equitable Life of New York at Toledo, O., has brought his agency out the winner in a contest with the Cleveland, O., agency of the company. During the period of the contest, the Toledo agency wrote 333 applications for a total of \$1,078,106 of insurance, as against 206 applications for \$821,754 insurance produced by the Cleveland agency. Mr. Haller has built up a splendid producing staff, and his agency is making steady gain.

Vice-President **D. M. Baker** of the Pacific Mutual Life arrived in Chicago last Monday and after a visit with the Pacific Mutual offices there left for his summer home on Indian River in Wisconsin. Mr. Baker has not been in the central west for two years. He will visit a number of the agencies during the summer.

It will be "like father, like son," in the case of **H. E. Taake**. He is the son of former Insurance Commissioner John T. Taake of Iowa, who is now secretary of the Liberty Life of Des Moines. The younger Taake has just completed a course in insurance salesmanship at Carnegie Tech and has joined the selling force of the Liberty.

Under the auspices of the Northern California Life Underwriters' Association, **Griffin M. Lovelace**, director of the School of Life Insurance Salesmanship, Carnegie Institute of Technology, of Pittsburgh, will be the guest of honor at a banquet to be given this week in

San Francisco. It is expected that about 500 local life insurance men will be in attendance. Other specially invited guests will include Edward K. Strong, Jr., professor of vocational education, Carnegie Institute, and Charles J. Rockwell, professor of life insurance salesmanship, Carnegie Institute, both of Pittsburgh, Pa., who are in San Francisco conducting the summer school of the Carnegie Institute.

**Clarence J. Shutz**, one of the general agents of the Illinois Life in Chicago, was elected secretary-treasurer at the fifth annual conference of the volunteer leaders of the physical department of the Middle West Y. M. C. A. held at Lake Geneva, Wis., last week. Mr. Shutz is one of the active volunteer leaders at the Wilson avenue branch of the Y. M. C. A. in Chicago. He is a live wire, and is making a good record with the Illinois Life in Chicago.

**William B. Hanes**, pioneer Des Moines insurance man, has been made collector of customs for Iowa upon recommendation of Senator Cummins. The new collector will have five deputies, three stationed in Des Moines, one at Sioux City and one at Dubuque. Mr. Hanes was one of the organizers of the American Life of Des Moines and was vice-president of the company for eleven years.

**Lajos Steiner** of the Chicago agency of the National Life U. S. A., led the list of personal producers in June. He is a student and writer of finance and social economics. Mr. Steiner has contributed much to the Americanization and betterment of immigrants. He is a Hungarian by birth and education.

Announcement is made of the engagement of Miss Gertrude Tyrrell of Milwaukee to Hugh L. Davies of Philadelphia. Miss Tyrrell is the daughter of **John F. Tyrrell** of the Northwestern Mutual Life, Milwaukee.

**J. A. Grizzard**, the new Ohio manager of the Minnesota Mutual at Columbus, who also has a contract with the Columbus Mutual, has taken second place on the honor roll of the company with personal business of \$105,000, for the month of May. He has produced more than \$500,000 of business for the Minnesota Mutual since starting in on March 15. **Benjamin Jacobson**, general agent for the Minnesota Mutual for Michigan, who has just removed his office from 521 Dime Bank building to 320 Fourth St., Detroit, is trying to tie Sam Weems of Dallas, Tex., for first place, both having written a little better than \$1,000,000 of personal business since Sept. 1, 1920.

**Ralph Aupsach**, the new general agent of the National Life U. S. A. in Philadelphia, is the youngest man to hold such an important position with that company. He is still in his twenties. He already has made a notable record for personal production in Philadelphia. His family is one of the oldest in the city. He has a wide acquaintance in Philadelphia. He served in the aviation division across the sea.

**Harry E. Nangle** of Denver, Colo., formerly the only bachelor member of the Bankers Life of Iowa agency in that city, was married to Miss Mary M. Ryan who was, at that time, a refugee in Denver from the recent Pueblo disaster. Mrs. Nangle is the manager of one of the largest fire and casualty insurance agencies in Pueblo and has been in the business for herself for six years. She plans to continue her insurance work and Mr. Nangle, associated with his father, will take charge of the Pueblo territory for the Bankers Life, under the direction of the Denver office of which C. B. Knight is agency manager.

The courtship leading up to these



nuptials was brought to a culmination in an unusual way. Mr. Nangle and Miss Ryan were out riding on the Saturday afternoon of the wedding. Mr. Nangle stopped to see a prospect and sold him a \$5,000 policy. This so elated them that they immediately drove to the home of Dr. W. H. Wray Boyle, pastor of the First Presbyterian Church of Denver, who tied the knot.

Eugene B. Stinde, assistant general agent of the Northwestern Mutual Life at St. Louis, led the entire country in amount of business and premiums personally written in June. Mr. Stinde personally wrote \$506,000 in addition to a large line of surplus business in other companies. He is nationally known in life insurance circles as one of the leading producers. Mr. Stinde says that estates have shrunk perceptibly in recent months and the owners have sought life insurance as a means of absorbing the shrinkage. He says business has safely "rounded the corner" and is ready for healthy advancement.

Harold S. Stafford, special agent for the Northwestern Mutual Life at Madison, Wis., wrote during the past year more than \$500,000 worth of business. This is the largest amount of insurance written by an individual in Madison and more than any other individual has written in the 14 counties in the Madison agency of the Northwestern Mutual. The policies that Mr. Stafford writes rarely lapse, a rather unusual condition in the insurance business today. Mr. Stafford has written policies on most of the state officers and most of the professors and deans of the university, as well as a number of business men in town.

Howard P. Dunham, for 16 years with the Aetna Life Company and formerly assistant to Vice President W. C. Faxon, has accepted an appointment in Hartford as chief deputy internal revenue collector. He was formerly President of the Aetna Life Club and has also served as a director and vice president of the Insurance Institute of Hartford. Mr. Dunham is well known to all insurance men as author and compiler of his three volume set of textbooks under the title of "The Business of Insurance." In addition to his insurance activities he is an assemblyman in the Connecticut legislature.

Sam R. Weems of Dallas, Tex., state manager for the Minnesota Mutual is now leading the agencies of that company having passed Benjamin Jacobson, of Detroit. Mr. Weems is one of the foreful life insurance men of his state. It is likely that he will be the club convention president, but until all the returns are in August 27, no one can tell just how the tide will turn. The volume of business sent in by the Weems organization in its first 12 months exceeded that theretofore had been written by any agency the company ever had during its first year. Mr. Weems' personal business for the first twelve months period was slightly in excess of \$2,000,000, all written in Dallas. Most of the policies were on the 20-payment life plan. Mr. Weems does not devote his entire time to life insurance. He has a general insurance agency, having life, accident and health, automobile and fire and casualty lines. Mr. Weems is a live wire, believing always there is plenty of business to be had for the man who goes after it. His organization has demonstrated the fact that life insurance can be written regardless of conditions in the south. As a matter of fact, Mr. Weems declares that he has taken advantage of the adverse conditions and has increased his sales on that account. He calls attention to the greater need for life insurance in these uncertain times.

The John W. Hogan agency at La Crosse, Wis., for the Bankers Life of Des Moines shows a production of \$2,000,000 for the first half of 1921. F. J. Thorberg is agency leader with a total production of \$516,000.

## COMPANY WILL EXPAND

### PLANS TO EXTEND ITS FIELD

American Life Reinsurance of Dallas  
Will Enter States East of  
Mississippi River

The American Life Reinsurance of Dallas, Tex., is planning to enter several states east of the Mississippi river. That was announced following a meeting of the board of directors last week when L. R. Munger was elected to succeed his father as member of the board and W. C. Proctor was also named a member of the directorate. The executive committee had laid the plans for entering the new territory and the board of directors approved the plans. A. C. Bigger, in speaking of the plan to enter new fields, said the company has had every assurance that a large volume of business will come from that section of the country.

Figures presented at the meeting showed an excellent business for the first six months of the year. The American, it was said, was one of the few reinsurance companies whose business for the first six months of 1921 showed an increase over the same period of the preceding year. June was the biggest month in the company's history. The gross receipts for June were \$2,236,553, coming from states in all sections of the country. On July 1 the company had insurance amounting to more than \$24,000,000 in force. The net gain of insurance in force was \$5,000,000, notwithstanding the heavy lapsation experienced by the principal companies. Substantial gains were shown in assets, reserves and surplus.

### Illinois Life Meeting

The arrangements for the forthcoming convention of the \$100,000 Club of the Illinois Life in Kansas City on Aug. 25-27 are in charge of General Agents W. B. and Roger Davis of the southwestern department. The club headquarters will be at the Baltimore hotel. The business sessions will continue during the first day. The evening will be given to a beefsteak dinner and evening entertainment at one of the nearby resorts. The business sessions will conclude the next morning. Then will be taken an automobile tour over Kansas City and its boulevard and park system. A chicken dinner will be served at one of the country clubs. The last day will be devoted to conference sight seeing and recreations.

# OUT TODAY!!

## THE INSURANCE ALMANAC FOR 1921

The most convenient reference book on the market for the busy insurance man. Keep a copy on your desk within easy reach and refer to it whenever you want an odd bit of information pertaining to the business.

### Workmen's Compensation Laws Inheritance Tax Laws

Summaries by States, specially prepared for the use of Insurance men.

### Company Information

Covering all kinds of insurance. Officers, Directors, Territory Covered, and Lines Written. Statistics, Lloyds, Inter-Insurers, Underwriters' Agencies, etc. New Companies and those which have ceased business.

### Associations of Underwriters

National, State and Local. Who's Who, What they are, where and when they meet. Companies belonging to Unions and Bureaus, and other Associations.

### The State

Legal Information, etc. Governors, Insurance Department Officials, etc. Dates of forthcoming Legislative Sessions. New Laws enacted by the last Legislatures. Statutory Requirements in the different States. States having particular laws—Anti-Compact, Standard Policy, etc. Fire Marshalls, Salvage Corps, Fire Prevention Associations, etc.

### Who's Who In Insurance

Biographical sketches of prominent insurance men.

### Agency Directory

An alphabetical list of the leading policy-writing agents in cities of 100,000 and over in the United States, giving names, addresses, and telephone numbers.

"If you don't know, look in the Almanac"  
Send Two Dollars, this ad. and your address to

**The Weekly Underwriter**

Eighty Maiden Lane, New York, N. Y.

## OHIO NATIONAL LIFE INSURANCE CO.

CINCINNATI, O.

NOW is the Golden Day of Life Insurance. It is the best time to get connected with a solid company and build a foundation for the future. Good business was never so easy to get. People believe in and are buying life insurance. The Ohio National pays agents well for their work and backs them with all its power and facilities. Territory open in Ohio, West Virginia and Kentucky, Tennessee, Michigan, Nebraska and Kansas.

A. BETTINGER  
President

T. W. APPLEBY  
Secretary and Agency Manager

## The Close of the Day's Work

WHEN you begin to figure up your earnings and recall the several reasons for failures during the past year, you then more than any other time keenly realize the importance of a helpful constructive home office service that trains you to overcome such failures.

One of the vital elements which makes your day profitable is a harmonious working arrangement with home office officials and a direct co-operative spirit generously given.

All this and more we constantly strive to give our agents. This coupled with good policy contracts and liberal commissions, is an incentive which should interest any ambitious agent who wishes to make the most of his salesmanship efforts.

We would like to hear from several good men for important field positions

**Inter-Southern Life Insurance Company**  
JAMES R. DUFFIN, President  
LOUISVILLE, KENTUCKY

## AMERICAN NATIONAL INSURANCE COMPANY

W. L. MOODY, JR., President

OF GALVESTON, TEXAS

*Life Insurance in Force*  
**Over \$145,000,000**  
*December 31, 1920*

**SPLENDID TERRITORY AND ATTRACTIVE  
CONTRACTS. GOOD OPPORTUNITIES IN**

Alabama  
Arkansas  
California  
Florida  
Georgia

Kansas  
Kentucky  
Louisiana  
Mississippi  
Missouri

Texas and Virginia

New Mexico  
North Carolina  
South Carolina  
Oklahoma  
Tennessee

*For information regarding them write to*

C. S. HUTCHINGS  
Agency Mgr.  
Ordinary Dept.

W. J. SHAW  
Agency Mgr.  
Industrial Dept.

## A Wider Field—An Increased Opportunity

Our Agents can sell policies on the annual premium plan, up to \$3,000, to young men and young women as young as age 2—protective insurance and Educational and Business Start Endowment Insurance. This extension of the age limit for Ordinary Insurance down to age 2 helps our Agents considerably. We issue Participating and Non-Participating Policies. As regards adults, we write contracts with Double Indemnity provisions covering any kind of fatal accident, or with Double Indemnity provisions covering fatal travel accident only, as may be desired. We issue policies with waiver of Premium and Disability Annuity or Installment Payment features. We insure males and females at the same rates.

**OLD COLONY LIFE INSURANCE COMPANY**  
CHICAGO, ILLINOIS

"The Capitol Life Insurance Company desires to obtain the services of good, reliable agents in all unoccupied territory. Please address the company for further information."

**The Capitol Life Insurance Co. of Colorado**  
Thomas F. Daly, President  
Denver, Colorado



## The Masonic Mutual Life Association

Of the District of Columbia

Chartered by Special Act of Congress, March 3, 1899

*The Security of the Old Line*  
*The Economy of the Fraternal*

Select work, with big returns to high class representatives. For terms and territory, write to

WM. MONTGOMERY, President and Gen. Mgr.  
New Masonic Temple Washington, D. C.

## More Than 1¼ Million Policies Now In Force

Only four other life insurance companies in America have more policy contracts in force than this company. A study of the following growth in ten years is invited:

	Jan. 1, 1911	Jan. 1, 1916	Jan. 1, 1921
Assets	\$ 5,614,764	\$10,279,663	\$ 22,885,957
Policies in Force	371,106	613,615	1,277,277
Insurance in Force	49,245,028	89,596,833	251,594,364

Attractive opportunities open to agents in Ohio, Indiana, Kentucky, West Virginia, Pennsylvania, Michigan, Illinois and Missouri.

**The Western and Southern Life Insurance Co.**  
W. J. WILLIAMS, President CINCINNATI, OHIO  
*Organized February 23, 1888*

## CRACK PRODUCERS OF MISSOURI STATE MEET

(CONTINUED FROM PAGE 2)

self that this is a bad time for a man to die and will go out and work, next year when times come back, that man will be a real business man. We can be of real service in our business at this trying time."

Later, at the banquet that night, Mr. Ganse made a plea for service.

"Service," he declared, "is that which the agent does for his client that he is not paid for. Service should be that which we do in addition to our paid work."

Following Mr. Ganse, Dr. B. Y. Jaudon, medical director of the company, spoke on standard and sub-standard risks. He made the important announcement that the Missouri State Life was in a way letting down the bars and was prepared to write certain classes of sub-standard business.

### Argument for Group Insurance

William P. Gest, president of the Fidelity Trust Company of Philadelphia, was the guest of honor at the banquet in place of Harry B. Rosen, dean of life insurance salesmen, who was unable to attend, due to his wife being critically ill. Mr. Gest, telling why his bank, over 50 years old, had recently taken out group insurance, gave a wonderful argument that every salesman can use.

"It is becoming more and more important," he said, "that companies be bound together by solidarity. One end towards that is the pension system. But a big company and one growing, to attempt to start a pension system, must set aside a big reserve. This is a hard thing to do, especially at present, when it is necessary to keep the surplus intact. The best means is group insurance."

"I do not think," he said in conclusion, "that our company has done so much in its history of half a century to create better feeling among the employees than the inauguration of the group insurance."

Maj. J. J. Crowley, second vice-president, spoke at both days' sessions on accident and health insurance, analyzing the company's policies and answering the questions of the agents.

The second day's meeting was featured by a wonderful address by Harry Collins Spillman of New York. Any agent who sat through Mr. Spillman's talk and heard the various little stories he told in behalf of life insurance, should be proud of his profession and should be able to sell far more insurance. Mr. Spillman is not an insurance man, so his arguments carry more weight than if he were a carrier of the rate-book.

"I never have pleaded for education by prohibition," he said. "I have always thought it better to educate the man and leave it up to him, rather than to hold him from having that thing he thought he wanted. But there is one thing I would like to prohibit and would if I could. When I think that out of every hundred men that come to the age of 75, sixty are dependent upon the state or upon their family; when I recall that out of every hundred of these only 18 percent live in comfortable circumstances, I say there is one thing I would like to prohibit. I would like to see a law passed that would make it unlawful for any man to reach that age without insurance."

Mr. Spillman stated that he was a firm believer in personality; that personality is the psychology of a sale and that a man succeeds or fails as he develops personality. He said that a man ought to have a larger faith in his proposition and in himself; that a man should have a bigger faith in his self and if he is making \$50 or \$100 a week, why not \$200 a week?

"Faith and fortune," he stated, "has a way of tapping a man on the head who has faith in himself."

### Depend on Friends for Success

He further asserted that a self-made man was not self-made but was dependent on his friends for his success. He said that a friendly atmosphere beyond all others is that which makes success; that you must make a friend to make a sale of anything.

"Wherever you find a man who very much desires to sell life insurance," he declared, "you will find men who want to buy life insurance. Love your policy; love the thing you sell."

Following Mr. Spillman, Henry Reichgott, manager of the group department, spoke on the company's group business.

Clinton O. Shepherd, actuary, then discussed the company's policies.

An address of optimism was that of President Singleton, which brought the convention to a close. Speaking on "Why Business Will Be Better," Mr. Singleton said:

"Just to further strengthen your confidence, here are a few signs along the way that point to a big production of life insurance in this country. The United States today owns one-third the total wealth of the world. We have only 6 percent of the population of the world among whom to divide this wealth."

"We are today a credit nation. Foreign countries owe us \$10,000,000,000 principal and \$1,000,000,000 interest. We have at our command five years of accumulated resources."

### Largest Crop in History

"We are harvesting the largest crop in the history of the United States. These maturing crops will help lift the railways out of their existing depression, as the moving of these crops will tax their lines to their capacity. In 1916 railroad labor received less than \$1,500,000,000 in wages—in 1920 railroad labor received more than \$3,500,000,000—more than double. Farmers are laboring intensely early and late to restore their pre-war status."

"An eminent authority states that \$16,000,000,000 was added to the corporate surpluses in this country from 1914 to 1919."

"The United States treasury department reports that we spend \$22,000,000,000 annually for luxuries. It is not a question of the people having money, it is a question of you making them want to invest it in life insurance."

### Keep Insurance Under Shelf

"Candy to the amount of \$1,000,000,000 was consumed last year. The people bought the candy because it was in the show case. The trouble is, we keep our life insurance down under the shelf too much."

"Receipts from one prize fight lasting 13 minutes totaled over \$1,600,000."

"The United States has one automobile to every 16 inhabitants as against Great Britain's one automobile for every 120 inhabitants."

"Labor today is willing and ready to produce more. Diminished production, high prices, and inefficient labor are being replaced by larger production, smaller profits, efficient management and more people at work again. There are as many people working today perhaps as there were a year ago, for last year a lot of them were on the pay-roll who were not working."

"According to statement of one of the largest wholesale dry goods houses their volume of business this year will exceed last and they say that the stocks on the merchant's shelf are at the lowest level in years. One of the biggest retailers of musical instruments reports an increase of 15 percent in the sale of pianos the first five months of 1921 as compared with the same period in 1920."

"There are 25,000 more automobiles in use in Missouri this year than last. This increase represents enough money to pay first year premiums on a billion dollars of life insurance, which would mean a policy of \$1,000 for each home in Missouri."

"We have a report that retailers of clothing show an increase of 35 percent over last year for the same period. Buyers' strike is being declared off."

"One college that can accommodate 500 freshmen has 1,600 applications forthcoming for the fall opening."

### All Matter of Salesmanship

"This all spells life insurance. It is a matter of salesmanship. If life insurance agents this year persuade the people to save for life insurance deposits as much as they spent last year for the one innocent little item of candy, it will put about \$35,000,000,000 of new insurance in force, as much as the total in force in the whole United States at the beginning of 1920."

"This proves two things. First, that people find the money to spend for what they want. Second, that the life insurance man has not begun to get ready to start on his job as yet."

"It also proves that no matter what the condition of general business is, there are so many people that are in need of insurance and have the money for it that the life insurance man can be assured that his services are required for a full day's work."

Mr. Singleton then closed his address with the remarks quoted at the beginning of this article. On Saturday and Sunday the agents were the guests of the company at Atlantic City.



# An Anchor to Windward

Every man, at some time during his progress, runs into storms. He may not be at fault. The storms may be provoked by conditions entirely beyond his control; but they are there nevertheless, and he has a rough time of it.

It is then that he is mighty glad of an anchor to drop to windward on which he can ride out the blow, ship-shape and top-side up.

And it is under such conditions that the value of a Central Life connection is brought out even more forcibly than it is during smooth sailing.

The company's safe, time proven management of general affairs keeps

it on an even keel in all weather. Its practice of selling protection sheerly on its merits as such rather than with superficial selling points keeps its agents' incomes regular and satisfying. Its highly developed moral sense and personal interest in its representatives keeps them close to the company in a happy, uniformly prosperous relationship.

Agents who want a source of livelihood that is not only agreeable and lucrative, but which also provides a strong anchor to windward during strenuous times should investigate the ground floor opportunities in this company with neither a scandal behind it nor a cloud ahead of it.



**OTTAWA, ILLINOIS**

## LIFE COMPANIES IN ACCIDENT FIELD

Much Speculation As to How Far Other Companies Will Follow  
The Metropolitan in That Direction

THE action of the Metropolitan Life in entering the health and accident field in its ordinary department is interesting from the standpoint of whether other life companies will adopt the same plan. This is a matter for rather wide speculation but is hard to believe at the present writing that all or nearly all of the standard old line companies will in time write health and accident in connection with life. The fact, however, that nearly all companies have adopted the total and permanent disability clause and that many of them have adopted the double indemnity for accident clause would seem on the face of it to commit most of the companies to a natural development along accident and health lines.

It might be said at the outset that perhaps the chief reason for the life insurance companies entering so freely upon the adoption of the total and permanent disability clause, aside from the undoubted demand by the public for such indemnity, has been the advantage that the life companies have over the regular health and accident companies in the payment of commissions to agents. The life companies know that they are perfectly safe on their basis of commissions in giving a liberal disability clause at lower cost than the regular companies.

When it comes to writing regular health and accident insurance, however, the situation becomes a little different.

If written in separate policies from the life, as of course is being done, at least for the present, the life companies are subjecting the accident and health business to a cross fire by the accident and health companies, unless they pay the same commissions which the disability companies do, that is, the same commissions on renewals as on the first year. Unless the renewals are protected in some way the operation is likely to be something like this: The life companies will induce their agents to put on a large health and accident business, paying regular first-year life commissions and the ordinary life renewals. After the business is built up a special agent for a health and accident company will come along and give the agent 30 percent or 35 percent every year if he will transfer the business to his company. Of course, if the life company should write a non-cancellable disability policy or should protect the renewals by some form of accumulation benefit this might not be possible, but it is what would likely happen in the writing of ordinary health and accident

insurance by a life company on life commissions.

The case of the Metropolitan is unusually interesting because it opens up wide possibilities in four fields of insurance, ordinary life, commercial health and accident, industrial life and industrial health and accident. The Metropolitan has several times the industrial organization that all the industrial, health and accident companies put together have. If the industrial organization of the Metropolitan should commence to write health and accident among industrial policyholders, it would have a tremendous effect on the industrial health and accident business. The Metropolitan through its health service, visiting nurse associations, etc., is perhaps better equipped to undertake health and accident insurance than any other life or accident organization. Whether it would enter the industrial health and accident field on a regular weekly industrial basis or not is a question. It would not be at all surprising if the Metropolitan should devise some entirely new method of handling industrial health and accident risks. As a matter of fact, the company has been getting away to a certain extent from the industrial business. It is now writing much more ordinary than industrial. It has recently changed the title of its industrial superintendents to that of manager. This latter is a very significant move and indicates the modern tendencies in the Metropolitan. The company sees that millions of former industrial prospects are really now prospects for ordinary insurance and it is preparing for the future along broad and comprehensive lines. Whether it would at this late date start in the industrial health and accident business on the ordinary weekly premium basis is in the minds of some doubtful.

At the recent Personal Accident and Health Underwriters' Bureau conference in New York, at which standard rates and values for non-cancellable disability insurance were adopted, the Metropolitan was very much in evidence and Assistant Actuary Craig by his remarks showed that the company has been giving both non-cancellable and regular disability insurance a great deal of study. It is fair to assume that the Metropolitan will in time adopt non-cancellable disability. An accident and health underwriter recently pointed out, however, that the action of the Bureau in New York in adopting non-cancellable disability insurance tables should not be taken too seriously, for the reason that no provision was made for a no-waiting period, the shortest waiting period provided for being two weeks. A large percentage in both the number and amount of claims paid under disability policies occur within the first two weeks, as two weeks will take care of the ordinary sickness or accident. No tables were prepared by the Bureau covering disability for less than two weeks.

With regard to the regular life companies going into the health and accident field beyond the adoption of the permanent disability clause, there is likely to be a distinct line of cleavage. It is difficult to imagine the Mutual Benefit Life ever writing accident and health insurance in connection with life, for instance. On the other hand, companies which have permitted their agents to talk "complete protection," on the strength of merely a disability clause, are to a certain extent committed to the policy of writing health and accident insurance, and as their competitors gradually broaden their coverage, it would seem not unlikely that many of them would respond to the pressure from the field, and get into the accident and health business. A life official remarked recently that the life companies today are selling disability clauses with life insurance thrown in, which is an exaggerated way of

# AMERICAN CENTRAL LIFE

Insurance Co.

INDIANAPOLIS, IND.  
Established 1899

HERBERT M. WOOLLEN  
PRESIDENT



characterizing the selling pressure which has been put on the disability clause. The New York Life and other large companies have shown a tendency constantly to broaden their health and accident coverage and some of these companies no doubt will think very seriously before they decide not to follow the Metropolitan to any lengths in writing the business.

\* \* \*

It seems likely that non-cancellable disability insurance will be taken up more readily by the life companies than by the health and accident companies, although the actuaries of the companies go into the subject with more or less reluctance. An actuary at the Personal Accident and Health Bureau meeting in New York somewhat unkindly made the remark that the reason why the companies were not adopting non-cancellable insurance readily was possibly that the actuarial departments did not like the extra work any too well. It certainly will require a great amount of actuarial and statistical work to write accident and health insurance and particularly non-cancellable disability in connection with life.

The life companies already have a good deal of the necessary machinery for writing non-cancellable which the regular disability companies do not have, as for example the medical examination and inspection report. The expense will naturally be cut down greatly in handling the business, because but one application and one solicitation will be required. On the other hand there will be a great many more rejections on applications submitted with the complete coverage. There are a great many risks which can be written safely for life insurance but cannot be written for accident and health. There is danger of change to a more hazardous occupation and also of wide fluctuation in the earning power of the individual over a long period of years and consequently of the weekly indemnity benefits to be offered.

\* \* \*

There is certainly a tug-of-war over the writing of accident and health by the various classes of companies. Some of the health and accident companies will refuse to write non-cancellable and one official said he was ready to get out of the field before he would do it, regardless of whether all the other companies in the field might adopt the form. The accident and health companies recognize that without changing their commission plan they cannot compete with the life companies provided the only life commissions are paid on disability.

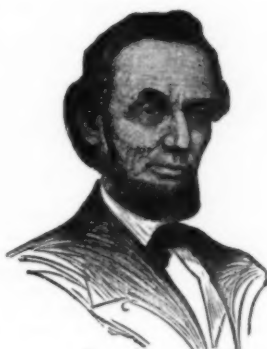
It would seem at present that while a number of the life companies may follow the Metropolitan into the disability field a greater number will wait for the experience to be gained before they venture upon it. When this experience is had and tabulated, taking the adoption of the disability clause as a criterion, it would not be surprising if a good many life companies should follow the Metropolitan, Equitable, Travelers, Connecticut General, Reliance Life and other companies in the field of writing complete personal protection.

#### New North Carolina Actuary

H. T. Bronson, actuary for the Southern Life & Trust of Greensboro, has been appointed state insurance actuary for North Carolina, succeeding Capt. E. T. Burr. Captain Burr, who has been waiting for the appointment of his successor for three months, goes with the Durham Life as actuary. He has been actuary of the state department for five years.

#### Columbus Mutual Convention

The annual agency convention of the Columbus Mutual Life will be held at Buckeye Lake, about 25 miles east of Columbus, Aug. 10-13. The Columbus Mutual has reserved the hotel at Summerland Beach for those days.



Agency  
Opportunities

in

Arizona  
California  
Colorado  
Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Montana  
Nebraska  
New Jersey  
North Carolina  
North Dakota  
Ohio  
Oklahoma  
Pennsylvania  
South Dakota  
Texas  
Utah  
West Virginia

## More Than Fight

**S**OMETHING more than fight is rewarding the 1921 efforts of the field force of The Lincoln National Life Insurance Company.

Courage has helped a lot but definite purpose and the co-operation of the Lincoln Life Home Office boosters has carried the campaign to victory.

Prompt response from headquarters is always a great morale builder, and in the Lincoln Life push for business this year the earnest and ready service from the Home Office has given the confidence which conquers to its loyal army of salesmen.

You are sure that this Home Office co-operation will continue when you

LINK UP WITH THE LINCOLN

# The Lincoln National Life Insurance Company

"It's Name Indicates Its Character"

Lincoln Life Building

Fort Wayne, Indiana

Now More Than \$175,000,000 in Force

## Everything Is Guaranteed Nothing Is Estimated

Agents selling life insurance find it of distinct advantage these days to sell policies that carry absolute promises backed by the legal guarantee of the corporation.

## The Indiana National Life Insurance Company

Indianapolis, Ind.

*sells only nonparticipating insurance. It is bed rock life insurance with no frills or fancy adornments. It is the stuff that appeals to the people who want every possible dollar of protection they can buy for every dollar deposited as premium.*

Our 1920 program is a progressive one that contemplates a vigorous and systematic campaign for business.

We have the policies and the agency contracts.

We have the home office equipment and territory.

We now need the men to carry the Indiana National banner into new strongholds backed solidly by the whole organization.

Last year was a banner year in life insurance. This year will be a still better one.

Address **C. D. RENICK, President**  
INDIANAPOLIS

*Open Territory for Illinois, Indiana and Michigan, with contracts that will interest you*

## WANTED WE WANT A MANAGER

in every important center in Indiana where we are not represented. Only men of ability and probity will be considered. We offer liberal commission contracts to agents and salable policies to the public. The proposition we offer is unusual. Correspondence confidential.

**GARY NATIONAL LIFE INSURANCE COMPANY**

Gary, Indiana

**WILBUR WYNANT, President**

## THE FARSEEING AGENT KNOWS

that his  
abilities linked  
up with the  
policies of

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
of BOSTON, MASS.

The demon-  
strated values  
offered your  
prospect  
WILL GAIN HIS  
CONFIDENCE.

**MUST WIN ALL THE TIME**

## Kansas Company Helps to Provide Endowment for a Children's Home

A UNIQUE method of providing an endowment fund for a children's home has just been announced from Wichita, Kan. The Farmers & Bankers Life of that city is writing \$1,000,000 of insurance upon the lives of Wichita business men and women for the benefit of the Wichita Children's Home. The policies are ordinary endowment policies of the 20-pay type with the Home as the beneficiary.

The company is writing the business without the usual agency fees and commissions and without renewal allowances. The premiums charged are the net premiums plus a small handling charge of a purely nominal sum. The home will receive the endowment installments at the end of 20 years, or in the event of the death of the insured will begin receiving the installments at earlier periods.

The company had written \$300,000 of the new policies at the close of business last Saturday. It was expected that by Thursday the total would reach \$500,000 and the entire million dollars is expected to be written before the end of the year. A big celebration was arranged for Thursday to celebrate the half million point.

Some of the Wichita business men who are too old or in such physical condition that they cannot purchase life insurance are paying for policies on the lives of younger men in the city, the home being made the beneficiary and the business men paying the premiums.

### NEW HEAD OF THE IOWA LIFE

**J. E. Johnson** Purchases the Interest of **F. A. Ferguson** and Is Elected President of Company

Vice-President and Treasurer **J. E. Johnson** of the Iowa Life of Waterloo, Ia., has purchased the stock of President **F. A. Ferguson** in the company. Mr. Johnson has been elected president and manager of agencies. There was over 90 percent of the stock represented at the meeting. It was unanimously voted to increase the surplus of the company \$50,000. The board of directors will be enlarged and a progressive program for the Iowa Life is already planned.

Mr. Ferguson organized the Iowa Life some 13 years ago and has been successful in piloting it through the early years of its history. Resolutions have been passed by the board in appreciation of Mr. Ferguson's services.

Mr. Johnson is regarded by all who know him as a thoroughly dependable man. He had several years banking experience and was in the manufacturing business for 12 years during which time he worked up from bookkeeper to general manager. He was secretary and treasurer of the company and was the sales manager. For three years he has been connected with the Iowa Life as vice-president and manager of agents. Mr. Johnson has lived in Waterloo for 20 years. The Iowa Life under the new head proposes to become more vigorous in the field and will be heard from.

### Agency Meeting on House Boat

The Burlington, Ia., agency of the Equitable Life of Iowa, had an informal agency convention last week and about 30 representatives of the company, including wives and guests, took an outing up the river in the house boat belonging to **T. Riley**. The special guest of the occasion was **H. S. Nollen**, president of the company. The party, which was made up of representatives from 12 counties in southeastern Iowa, was addressed by Mr. Nollen, **W. P. Baker** and **T. Riley**, of Burlington.



## Provident Life Insurance Company

Bismarck, North Dakota

*Insurance in Force, \$13,500,000*

<b>H. H. STEELE,</b> President	<b>F. L. CONKLIN,</b> Secretary
<b>C. L. YOUNG,</b> Vice-President	<b>H. B. BEACH,</b> Asst. Sec. and Actuary
<b>J. L. BELL,</b> Treasurer	<b>W. H. BODENSTAB,</b> Medical Director

## ACTUARIES

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76 West Monroe Street  
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**FRANK J. HAIGHT**  
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Hubbell Building, DES MOINES, IOWA

**JULIAN C. HARVEY**

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Chemical Building ST. LOUIS, MO.

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Premiums, Reserves, Surrender Values, etc., Calculated. Valuations and Examinations Made. Policies and all Life Insurance Forms Prepared. The Law of Insurance a Specialty.  
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**JOHN E. HIGDON** Actuaries & Examiners  
**JOHN C. HIGDON** 600 Gates Building  
Kansas City, Mo.



## UNTERMYER TAKES JAB AT INSURANCE MEN

(CONTINUED FROM PAGE 1)

gation which this committee has not the power to make, but which is sure to come regardless of these attempts to prevent it by clumsy abuse and by misrepresentations of facts which the officials involved dare not make under oath.

"Most companies have nothing to fear from such an investigation. To the helpless policyholders of others the opportunity of cleansing and reorganizing their companies is one they should eagerly embrace, for with the ever increasing power of these officials, it is one that is not likely to recur.

"Meanwhile the gentlemen who have experienced such a sudden excess of anxiety to rush into print while the committee is in recess and its counsel 4,000 miles away, may possess their souls in patience. They will get an opportunity when the committee resumes to repeat under oath the propaganda they have circulated incognito, but subject to cross-examination. Perhaps they will wish they had waited until they were out of the woods before uncorking their vials of anger and vituperation."

### Refers to Cox Letter

Mr. Untermeyer apparently learned of the circular letter addressed by President Fred J. Cox, of the National Association of Insurance Agents, to members of that organization regarding the attacks upon the fire insurance business by the counsel of the Lockwood committee, and jumped to the conclusion that Mr. Cox was a life insurance man, and not a fire insurance agent. Upon this mistaken hypothesis Mr. Untermeyer arraigns by inference the president of the Prudential, who did, under advice of counsel, refuse to answer certain questions put him by Mr. Untermeyer, which questions were held to be beyond the scope of the committee's power.

### Little Attention Paid to Matter

As usual Mr. Untermeyer is "seeing things." Head office life underwriters generally are paying very little attention to the activities of the Lockwood committee, while agents in the field are interested not at all. Aside from asking the insurance department heads of the states in which it is operating to make an exhaustive investigation of the company's affairs, particularly with a view to those matters inquired of by the Lockwood committee, the management of the Prudential has paid no heed to Mr. Untermeyer. Hence the counsel of the committee unduly flatters himself when he assumes he is now the object of their vicious attack. Like President Dryden of the Prudential, President Peabody, of the Mutual Life, the only other chief executive of a life company upon the witness stand before the Lockwood committee, has dismissed the incident from his mind, having said all he proposes to say while before the committee or in the statement subsequently given the press after Mr. Untermeyer refused him the courtesy of hearing it read in the committee room.

### Position of Fire Companies

So much for the life underwriters against whom Mr. Untermeyer is inveighing so bitterly, and against whom he promises to charge so valiantly when he returns to this city and again assume the role of grand inquisitor, and protector general of the rights of the "plain people."

President Cox of the National Association of Insurance Agents did send out to members of that organization a three-page letter analyzing the state-

ments made before the Lockwood committee in connection with fire insurance affairs, and clearly refuting the conclusions arrived at by Mr. Untermeyer. Knowing his ground Mr. Cox will be undeterred by threat of Mr. Untermeyer, and can easily sustain every point he has made. The letter of President Cox has been cordially received by local agents, many of whom are asking for additional copies in order that it may be placed in the hands of their clients.

### Lose Interest in Probe

Generally speaking, company executives are fast losing interest in the work of the Lockwood committee and are clearly of the opinion that the general public, now that the other side of the story is coming out, has arrived at the conclusion that the insurance business as a whole is honestly conducted, and that the effort to hold fire insurance rates responsible in the slightest degree for the high cost of building operations is so far fetched as to be ridiculous. The educational campaign now well underway by the National Board of Fire Underwriters, will be continued for a time. When it is concluded it's a fair assumption that the average property-owner will rest content in the assurance that he is being very fairly dealt with by both the fire and the life companies, and that if all other businesses were conducted upon an equally high plane the commercial interests of the land would have cause for sincere congratulation.

### CHANGES NAME TO AMERICAN

Northern Assurance of Detroit  
Decides to Take the Name of  
Des Moines Company

The stockholders of the Northern Assurance of Detroit have ratified the deal involving the merger of the Northern and the American Life of Iowa. There were over 1,800 out of the 2,000 outstanding shares represented. By the same vote a resolution was ratified amending the articles of incorporation of the Northern Assurance changing its name to the American Life of Detroit. President Clarence L. Ayres and his associates of the Northern arranged for the purchase of the American Life and the officers of the Northern will be in control as before. The Northern has made a very fine record. President Ayres is one of the best known officials in the west.

### Report on Southern Union Life

A report of examination of the Southern Union Life of Waco, Tex., as of Dec. 31, 1920, has been made public by the Texas department. The examiner reported:

"The last previous examination by your department of the company's affairs as of Sept. 30, 1919, shows its surplus as a negative figure of \$8,522.38; this examination leaves the company a surplus of \$12,154.16, or a net increase of \$20,676.54, which amount, however, if compared with the increase in market value over book value of the home office building of \$27,409.61, results in a further decrease in surplus of \$6,733.07 over a period of fifteen months. The mortality of the company's business for this period may indeed be considered favorable, so that the decrease in surplus above mentioned, in spite of considerable mortality savings, must be ascribed to the cost of increasing the insurance in force from \$6,685,000 to \$8,920,727."

## Business is Good with the Bankers Life

New business for the first six months of  
1921 shows a total of

**\$70,000,000**

as compared with

**\$56,000,000**

for the first six months of 1920

## BANKERS LIFE COMPANY

Des Moines

Geo. Kuhns, President

"The Company of Co-operation"

## DES MOINES LIFE AND ANNUITY COMPANY

We will insure the whole family! Any plan, any age, either sex! This is a service our men appreciate these days. If it appeals to you, write.

HOME OFFICE, DES MOINES (R-T Bldg. IOWA

TERRITORY—IOWA SOUTH DAKOTA

## Northwestern National Life Insurance Company MINNEAPOLIS, MINN.

A WESTERN, MUTUAL, ANNUAL DIVIDEND,  
OLD LINE COMPANY

The Company for Policyholders and Agents

**T**HE MIDLAND MUTUAL LIFE INSURANCE Company of Columbus, Ohio, an established, conservative, high-grade and progressive Middle Western Company, has been admitted to Pennsylvania and will thoroughly organize it at once.

General Agencies will be established at places where territories can be arranged.

Men of character may apply to their advantage and those with local acquaintance will be preferred.

Address Home Office.



**Southland Life Insurance Co.**

**DALLAS, TEXAS**

**The Progressive Company of the South**

**HARRY L. SEAY, President**

## Supervisor for Michigan and Ohio

Wanted By The

### SECURITY LIFE INSURANCE COMPANY OF AMERICA

With the application for Position, give References and state previous life insurance experience. Address

S. W. GOSS, Vice-President  
The Rookery, Chicago

M. E. O'BRIEN, Pres.

"THE COMPANY OF SERVICE"

JAMES D. BATY, Sec. & Treas.

## The Detroit Life Insurance Company

FOREST AND WOODWARD AVES., DETROIT, MICHIGAN

### PYRAMIDS OF PROGRESS: Insurance in Force

December 31, 1911 . . .	\$1,729,970.00
December 31, 1913 . . .	\$4,051,150.00
December 31, 1915 . . .	\$7,199,500.00
December 31, 1917 . . .	\$11,750,811.00
December 30, 1920 . . .	\$22,000,000.00
May 31, 1921 . . .	\$25,000,000.00

A fine opportunity for live agents to associate with a rapidly progressing company.



## CONTINENTAL LIFE INSURANCE COMPANY

Assets, \$4,135,569.33

Insurance in Force, \$36,000,000.00

Our Policy Forms Contain the Following Provisions: Double Indemnity for accidental death, Total and permanent disability benefits, Partial disability benefits, Surgical operation benefits, Annual dividends, Optional methods of settlement, Premium loans, Cash loans, Extended insurance, Paid up insurance, Cash surrender values, Insurance to cover policy loans, Installments certain-Participating, Installments continuous-Participating.

Very Attractive Agency Contracts to Reliable Men

BEN H. BERKSHIRE, President  
P. R. SCHWEICH, Secretary

Kansas City, Missouri



## George Washington Life Insurance Company

Our 20 Pay Endowments at Ages 60, 65, 70 and 75, and our Monthly Income Coupon Bond Policies are growing in popularity. We are also writing all standard forms at low premium rates. A few attractive Agency openings are now available in the state of Ohio. For particulars address

C. B. BEAUMONT, State Manager, 2205 E. 83rd St., Cleveland, Ohio

## The Companies That Stay Are the Companies That Pay

When a company has proven its staying qualities, as the Western Reserve Life Insurance Company of Muncie, Ind., has, the agent who desires to be a general agent can think favorably of that institution. Permanent success can only be attained through a permanent connection. The companies that stay are the companies that pay the representative in the long run.

### WESTERN RESERVE LIFE INSURANCE CO.

J. H. Leffler, Acting President

John W. Dragoo, Secretary

Harry H. Orr, General Counsel

MUNCIE,

INDIANA

## BUILD YOUR OWN BUSINESS

Under Our Direct General Agency Contract

Our Policies Provide for

Double Indemnity      Disability Benefits  
Reducing Premiums

SEE THE NEW LOW RATES

ORGANIZED 1850  
*The Manhattan Life*  
INSURANCE CO.

66 BROADWAY

NEW YORK

## NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest," published annually in May at \$3.50 and the "Little Gem," published annually in May at \$2.00

## NEW PREMIUM WAIVER RULE

Northwestern Mutual Life Announces Additional Details on Disability Agreement

The Northwestern Mutual Life announces new rules regarding discounted installments under Option A, and supplementary agreement for waiver of premium, as follows: Where desired, policies may now be endorsed for settlement under Option A with installments adjusted for discount beginning not earlier than one month after maturity. The amounts payable according to the period of selection and exclusive of surplus interest will be as follows: Monthly, \$2.47; quarterly, \$7.42, and semiannually, \$14.89. The surplus interest for annual dividend apportioned by the company each year will begin at the end of the twelfth month and will increase the amount of the installment for the second year and thereafter.

The disability agreement, in re supplementary agreement for waiver and premium, will be attached to any policy on request, except term and cooperation policies, issued at or below age of 55 on or after Feb. 1, 1916, as of date of such policy, subject to the usual conditions as to insurability, including occupation, and payment by the policyholder of the legal disability reserve and last due premium, together with the fee for medical examination. The amount to be paid by the insured in any such case will be furnished by the secretary's department. It is expected, says the ruling, that agents will exercise care in the use of both the privileges, and they are not granted for soliciting purposes, but simply to render service where required by policyholders.

## Gary National Life

The Gary National Life has gotten out a 20-payment life policy providing that after two premiums have been made the assured may, without re-medical examination, exchange the policy for any other form. When such exchange is made credit is given for the reserve accumulated under the old policy. The reserves are used to reduce the rate to be paid on the policy for which the original one is changed. The new policy provides that the insured may elect to pay either the maximum or minimum premium. If the maximum is paid the face of the policy will be increased from year to year by paid up additions.

## Home Life

The Home Life has changed its total and permanent disability clause providing that \$10 a month will be paid instead of \$100 a year as has been the case.

## Fraternal to Insure Children

Among the new laws which went into effect in South Dakota July 1 was one which allows fraternal to insure children of members between the ages of 2 and 18.



## LIFE AGENCY CHANGES

### REARRANGES ARKANSAS FIELD

#### Equitable Life of New York Announces Reorganization of Agency Forces in That State

The Equitable Life of New York has announced a reorganization of its agency forces in Arkansas. Since 1912 the company had not written any new business at all in 23 counties of the state because of the high mortality rate in that section. Twenty-one of these counties have now been restored and in only two counties does the inhibition still obtain.

L. G. Moses, who has been assistant manager at Nashville, Tenn., for five years, has been appointed agency manager for Arkansas and entered upon his duties July 1, with headquarters at Little Rock. Mr. Moses succeeds A. E. Lee, who has been agency manager since 1912. Mr. Lee has been placed in charge of the group department for Arkansas and in addition will have charge of the Fort Smith district as district manager, with headquarters in Fort Smith.

Mr. Lee's son, Froebel E. Lee, who has made a splendid record as a personal producer, has been appointed district manager, with headquarters at Texarkana. Under the direction of Mr. Moses he will have supervision over the southern tier of counties and will aid in the development of agency organization in these counties.

James Case, who since March 1 has been assistant manager in Little Rock, has been transferred to Helena and will have supervision over eastern Arkansas as district manager.

#### Hamilton Yancey and F. B. Lowe

W. Woods White, general agent of the Northwestern Mutual Life in Georgia, has resigned and Hamilton Yancey, Jr., and Frank B. Lowe, under the firm name of Yancey & Lowe have been appointed successors. Mr. Yancey has been district agent of the company in Rome, Ga., and Mr. Lowe for many years has been connected with the Atlanta office as office manager, field superintendent, agent, and so on.

Mr. White was appointed general agent April 13, 1880, following the death of his father and predecessor, Dr. H. White, who became general agent in 1870. The Northwestern Mutual, therefore, has been represented at Atlanta by the White family for more than 50 years.

#### Fidelity Mutual Changes

Harry A. Mader has been appointed manager of the Fidelity Mutual Life for northern Pennsylvania succeeding the F. W. Schanbacher Company with headquarters at Ridgeway. Mr. Mader has been with the Fidelity for a number of years as stenographer, cashier and personal writer with the Schanbacher agency.

Edgar Clark has been appointed manager of the Fidelity Mutual at Seattle. He has been in the life business for over 20 years, and is regarded as one of the leading producers in his state.

Fred H. Waite has been appointed manager for Rhode Island with headquarters at Providence. He has been in the business for about seven years, devoting his time to work with the rate book.

#### National Life U. S. A. Changes

Wilkinson, Dickinson & Crume succeed F. L. Wilkinson & Son, general agents of the National Life U. S. A. for eastern Tennessee and Kentucky. Messrs. Dickinson and Crume have been in the life insurance business with an eastern company. Mr. Dickinson

was formerly secretary to the governor of Florida.

William A. Huey has been appointed general agent of the National Life U. S. A. for South Carolina, with headquarters at Greenwood. He was a lieutenant with the expeditionary forces in France.

#### Central of Iowa Changes

J. P. Stake, general agent of the Central Life of Des Moines, Ia., has been appointed superintendent of the southern division for the company, with headquarters remaining in Kansas City. Among the changes which have been made in his organization is the appointment of Jesse A. Todd as general agent at Oklahoma City, Okla. Mr. Todd comes to the Central Life from the Phoenix Mutual, for which he has been the general agent in Oklahoma City for the past six years. He succeeds George Flanagan, who becomes supervisor for Oklahoma for the Equitable of New York.

#### F. L. Brooks and H. R. Bradfield

The Northwestern National Life company of Minneapolis announces the appointment of the Brooks-Bradfield agency of Grand Rapids, Mich., as managers for western Michigan and the upper peninsula of the state. W. Rolla Wilson, vice-president of the Northwestern National Life, while in Grand Rapids selected F. L. Brooks and Homer R. Bradfield for this position.

Mr. Brooks is now president of the Western Michigan Life Underwriters' Association and Mr. Bradfield is well known throughout that territory, having been engaged in business for many years. Both of the new managers were formerly connected with an eastern company.

#### J. L. Atkins

The Bankers Life of Des Moines has been admitted to North Carolina. Active business operations have been opened there under the direction of J. L. Atkins of Durham, N. C., as agency manager. A district office has been opened at Wilson, N. C., under the direction of R. T. Atkins, brother of the agency manager. The new agency has opened up with a strong production for its first month.

#### Paul Hawkins

Paul Hawkins, who has been district manager of the Peoria Life for eastern Illinois with headquarters at Danville, has been appointed Indiana state manager, as the company has entered that state. Four years ago he was a clerk in a village general store. He has made rapid progress in life insurance.

#### Minnesota Mutual Managers

The Minnesota Mutual Life has appointed three new managers—C. M. Carson, for the state of Idaho, which is under the Spokane, Wash., office; T. C. Smith, formerly of Memphis, Tenn., now in charge of West Montana with headquarters at Missoula, Mont., and William E. Williams, formerly from New Mexico, who will have charge of southern Kansas, with headquarters at Wichita, Kan.

#### Merritt A. Boyle

Merritt A. Boyle has just been appointed special agent of the State Mutual at Cincinnati under General Agent Ralph Holterhoff. Mr. Boyle comes into the business after a thorough training at the life insurance school of Carnegie Tech. His standing in his class was very high and during his course he wrote thirteen applications for a total of \$42,000, which is a showing that would make some whole time men look to their laurels.

Insurance in force <sup>more</sup> than \$128,000,000

## The Goods --- Salesmanship

The Same Salesmanship will sell more if the thing sold is what the potential buyers want.

The Life Insurance company that appreciates present conditions will make its policies attractive.

The Farmers National Life Insurance Company has a Complete line of up-to-date policies that includes policies that can be written on any age from one day to sixty years; Policies that contain the Accidental Death Benefit without exceptions and the Monthly Income Total Disability Benefit; Monthly Income and Yearly Income Policies; Policies maturing as endowments at age 60 and at age 65; Child's Educational Endowment Policy; and "the two greatest ever" — the "Guaranteed Options" Policy and the "Complete Protection" Policy.

I can offer you as good territory as there is in Ohio, Indiana, Illinois, Missouri or Iowa. Write me — right now.

John M. Stahl, President

### FARMERS NATIONAL LIFE INS. CO.

Farmers National Life Building

3401 Michigan Ave.

CHICAGO, ILL.

### INSURANCE POSITION OPEN FOR HIGH CLASS MAN

An Old Line Legal Reserve middle West Life Insurance Company has a valuable Agency Contract open for an energetic, live, young salesman, for the Upper Peninsula of Michigan. Contract direct with Home Office. Other Agency Contracts open in parts of Lower Michigan.

Address 30-S, National Underwriter.

**"SAFE AS A GOVERNMENT BOND"**

**The OHIO STATE LIFE**

LIFE, HEALTH, ACCIDENT AND MONTHLY INCOME INSURANCE.

SEE → **LATEST POLICIES AND AGENCY CONTRACT** FOR FACTS

Openings OHIO, IND., KY., MICH. and W. VA. Write Columbus

## 1867 THE EQUITABLE LIFE INSURANCE COMPANY OF IOWA 1921

### RESULTS OF 1920

\$254,538,407.00 of Insurance in Force.  
62,399,248.00 New Business in 1920 (paid for)

Sixty-nine per cent of all business written since organization still in force.

For information address: Home Office, Des Moines

One **SECRET OF OUR SUCCESS IS SERVICE** We have a contract for you under which your income will be limited only by your activities

A REAL PROPOSITION FOR A REAL MAN

**FEDERAL CASUALTY COMPANY, DETROIT MICHIGAN**

Cash Capital, \$200,000.00 V. D. CLIFF, President

## PROGRAM FOR MEETING

### PLANS FOR AGENCY RALLY

Annual Agency Convention to Be Held  
July 25-28 at Company's Home  
Office in Milwaukee

Officials and employees at the home office of the Northwestern Mutual Life, Milwaukee, are busy with preparations for the annual meeting of the agents, to be held July 25-28, in the auditorium of the new building of the company on Wisconsin street, Milwaukee, within a stone's throw of Juneau Park and Lake Michigan.

After final revisions of the program, announcement is made that the following will be the official set-up:

#### Monday Afternoon

1 to 5 p. m. Golf Tournament—Henry Tyrell, home office, and M. A. Carroll, Wisconsin, in charge.  
Trap Shooting Tournament—F. N. Irck, home office, and J. M. Markham, Ohio, in charge.

1 to 3 p. m. Following an Application Through the Home Office—H. E. Slater, home office, in charge.

4 p. m. Indoor-Outdoor Baseball—Lake Front, foot of Wisconsin Street. Agents vs. Home Office Clerks. A. L. Rodes, home office, and V. E. Pinkus, Indiana, in charge.

#### Monday Evening

Marathon Club Dinner.  
Special and District Agents' Association Meeting.

#### Tuesday Morning

General Agents Association meeting.  
Reception by Officers of the Company—F. W. Taylor, Illinois, in charge.

Address of Welcome—President W. D. Van Dyke.  
Business Meeting, Election of Officers, etc.

Presentation of Prizes—Geo. E. Copeland, Superintendent of Agencies.

#### Tuesday Afternoon

The New Era—Chas. H. Parsons, Ohio.  
Northwestern Cooperation—Dr. J. W. Fisher, Medical Director; J. T. Gallagher, Assistant Superintendent of Claims; W. N. Fitzgerald, Trustee.

How the Northwestern Stands as We Enter the New Era—Percy H. Evans, Actuary.

The Right Perspective—M. H. O. Williams, Assistant Superintendent of Agencies.

#### Tuesday Evening

Annual Dinner—Hotel Pfister.  
Theatre Party—Given by Clerks' Association at Pabst Theater.

#### Wednesday Morning

Modern Methods of Salesmanship—Ralph Hamburger, Minnesota.  
Our Relationship to Policyholders—M. L. Woodward, Michigan.

Bankers' Cooperation—F. L. Wright, Pennsylvania.  
Advantages of a Real Goal—E. T. Proctor, Kentucky.

The Next Twelve Months—Geo. E. Copeland, Superintendent of Agencies.

#### Wednesday Afternoon

Luncheon Conferences.

#### District Agency Development and Organization

Interesting Men in the Business—V. P. Farrer, Iowa.

Types of Agency Contracts That Are Profitable to All—J. R. Rigg, Illinois.  
Office Methods and Organization—B. A. Millon, Illinois.

Development and Cooperation with Agents—E. E. Lincoln, Ohio.  
Methods I Have Used in Building an Agency—A. A. Hauser, Wisconsin.

Advertising and Publicity for a District Agency—A. H. Ortmeyer, Indiana.  
District Agency Work in Industrial Centers of Large Cities—R. C. Hardy, Illinois.

Building an Agency in New Territory—C. B. Wood, Oklahoma.

#### Personal Work in Small Towns and Country

Why I Prefer Special to District Agency Work—Geo. Buchanan, Wisconsin.

Systematizing the Day's Work—Merritt Mason, Ohio.

The Methods I Use—Pearl Benson, Wisconsin, and C. W. Soesbe, Iowa.  
My Own Experience in Soliciting Life Insurance—B. C. Nelson, Illinois.

Closers I Have Used Successfully—D. E. Murray, Michigan.

The Value of Consistent Production, How to Get It—Th. von Rolf, Arizona.  
How I Write 200 Lives a Year in Small Towns and Country—Hamilton Yancey, Jr., Georgia.

## FRATERNAL INSURANCE

When soliciting your prospects, have you ever had one bring up the subject of fraternal societies and their insurance protection? No doubt you have. Would it not be an advantage to you to have accurate information regarding these societies so that you might be in position to give complete and detailed information to this prospect concerning them?

Last year a large number of users of our books bought copies of "Statistics Fraternal Societies" and found the book to be of service to them. This year we have made special arrangements with the publishers of this book so that we can offer it to you at publisher's price. The 1921 edition covers the operation of one hundred and eighty fraternal societies. Cost of management, benefits paid, insurance in force, membership, subordinate lodges and amount collected per \$1,000 are given for each of the past ten years. Rates, officers, assets, liabilities, comparative tables showing the results of 1920 operation and a vast amount of added information are given in such manner as to be readily accessible.

Several mortality and other tables and a department for the principal fraternal and secret societies not furnishing insurance as a special feature are included.

To have this book of 240 pages reach you by return mail at a cost of one dollar, send us authorization as follows:

### THE NATIONAL UNDERWRITER CO.

104 DUTTENHOFFER BUILDING  
CINCINNATI, O.

#### GENTLEMEN:

I would like.....cop.....of the book giving complete information on fraternal insurance at a cost of one dollar a book.

Name .....

Street .....

City .....

State .....

### DESIRABLE TERRITORY FOR ALERT AGENTS

Always ready to negotiate with men who can establish their capacity to pay for a reasonable volume of New Insurance regularly—good business placers steadily needed.

### Union Mutual Life Insurance Co. PORTLAND, MAINE

Address: Albert E. Aude, Supl. of Agencies

A Penn Mutual Premium, less a Penn Mutual Dividend, purchasing a Penn Mutual Policy, containing Penn Mutual Values, makes an Insurance Proposition which in the sum of all its Benefits, is unsurpassed for net low cost and care of interest of all members.

### The Penn Mutual Life Insurance Company of Philadelphia

On January 1, 1905, Rates Were Reduced and Values Increased to Full 3% Reserve.



**Building City Business—**  
Outline of General Business Conditions and the Effect They Have—J. F. Oates, Illinois.  
Methods I Have Employed in the Past Year—B. H. Badenoch, Illinois.  
Planning for the Future—T. A. Peyser, New York.  
The Development of Corporation Life Insurance—H. O. Hewitt, Wisconsin.  
A Banker's View of Life Insurance—R. L. Stone, Vice-President American Exchange Bank, Milwaukee.  
The Northwestern's Special Contracts—M. J. Cleary, Vice-President.  
Taking Advantage of Every Situation—C. C. Dibble, Ohio.  
The Compelling Motive—M. H. O. Williams, Assistant Superintendent of Agencies.

#### GOES WITH PREFERRED RISK

**M. R. Nelson, Second Vice-President of the Reinsurance Life of Des Moines, Makes Change**

M. R. Nelson has accepted the position of agency manager of the Preferred Risk Life of Des Moines, Ia. Mr. Nelson has been connected with the Reinsurance Life of Des Moines for the past year and a half as second vice-president. Prior to which he was affiliated with the Northwestern Mutual Life of Buffalo, N. Y. He enjoys a wide acquaintance with those engaged in life insurance business.

#### Executive Committee Named

George R. McLeran, the new president of the Home Life Agency Association, has appointed the following on the executive committee: H. R. Bryarly, Winchester, Va.; William VanSickle, Detroit; C. F. Sheedy, Pittsburgh; Carl J. Gahne, St. Louis, and S. R. Whitten, Jr., Jackson, Miss. John H. Scott of Brooklyn was elected vice-president of the Agency Association at the annual meeting and George E. Murphy of Minneapolis, secretary and treasurer.

#### LOCAL ASSOCIATIONS

**Dallas, Tex.**—Believing a better attendance could be obtained and more enthusiasm developed, and especially during the summer months, the North Texas Association has changed its regular monthly meetings, held at night, to noonday meetings. The first of these noonday meetings will be held Friday, July 22. It will be the last meeting of the year and some interesting things are being arranged to make the meetings attractive. There will be a special program as well as a review of the work of the association for the year.

One feature of the coming meeting which is interesting the members right now is the election of officers for the next year. At the last meeting a nominating committee was appointed but it has not made a report. The attitude of the members is "We have a president and secretary and do not need others." Henry Camp Harris, president, declares he cannot accept the place again and that he will not allow his name to go before the body. James B. Harris, secretary, makes a similar declaration. The Harris declare they want to work as lay members instead of officials. There has been an indication that if Henry Camp Harris cannot be prevailed upon to take the office again some man with a "rate book" will be elected. In fact Mr. Harris said some time ago the affairs of the association should be directed by rate book men.

The association is continuing its membership campaign with fine results. This campaign will be continued to the meeting of the national association when the local association expects to cop the trophy for the biggest membership. There is a feeling the membership of the association then will have reached the 1,000 mark.

It was understood that Ben Thorp, D. Easley Waggoner and J. Frank Montgomery will be members of the new executive committee and that two other prominent life underwriters will be added to the committee. It was said George Alexander of Garland will be elected one vice-president and James F. Rodgers of the Kansas City Life another.

#### An Exclusive Life Reinsurance Company

### THE REINSURANCE LIFE COMPANY OF AMERICA DES MOINES, IOWA.

Prompt Service

Full Coverage

Attractive Contracts

H. B. HAWLEY, President

F. D. Harsh, Secretary

#### QUALITY INSURANCE—CHARACTER SALESMEN

##### Wanted—Specialty Salesmen—Wanted

Any Sure Enough Salesman, who has the proper **Intestinal** Equipment, who is "Four Square" and willing to work; can make not less than \$20,000.00 per year helping us to continue the breaking of all Life Insurance records.  
Great opportunity for the men who can qualify!!  
From May, 1919 to May, 1920, Twelve months—one year—we wrote Ten Millions Life Insurance. How? Let us tell you. We have the plans; we furnish the leads. If you can qualify, write or wire.

**THE LIBERTY LIFE INSURANCE COMPANY OF KANSAS  
TOPEKA, KANSAS**

#### WANT ADS

One inch, one time,  
One Column wide \$3.75

NATIONAL UNDERWRITER, 1362 Insurance Exchange, Chicago, Illinois

# BANKERS LIFE INSURANCE COMPANY OF NEBRASKA

Home Office: Lincoln, Nebraska

**Assets . . . \$19,000,000.00**

BEATRICE, NEBR., May 20, 1921.

Bankers Life Insurance Company,  
Lincoln, Nebr.:

GENTLEMEN: Your General Agent has just handed me your draft for \$1,328.22, being the surplus on my twenty year policy that matured this day, and a paid up policy for \$3,000.00 which will draw dividends each year as long as I live and pay my estate at my death \$3,000.00.

I paid into your Company \$2,337.00 now I get \$1,328.22 cash and a paid up policy for \$3,000.00 making a total of \$4,328.22 or a profit to me of \$1,991.22 which has been a good investment to me.

Thanking you for your promptness I am

Yours truly,

FRANK MEYER

**TWENTY PAYMENT LIFE POLICY  
Matured in the  
OLD LINE BANKERS LIFE INSURANCE  
COMPANY  
of Lincoln, Nebraska**

Name of Insured . . . . . Frank Meyer  
Residence . . . . . Beatrice, Nebraska  
Amount of Policy . . . . . \$3,000.00  
Total premiums paid . . . . . 2,337.00

#### SETTLEMENT

Total cash paid Mr. Meyer . . . . \$1,328.22  
And a paid up participating policy  
for \$3,000.00

If interested in an agency or policy contract write Home Office, Lincoln, Nebr.



## Hotel La Salle

Chicago's Finest Hotel

Hotel La Salle has won this title with an experienced and critical public because of its happy blend of old and new ideals.

**Hotel La Salle**

answers every modern demand in equipment, cuisine and service with nothing lost of old fashioned hospitality and home-like comfort.

## RARE OPPORTUNITY

### Two General Agency Openings In the State of Montana

A splendid direct Home Office contract under which a profitable and permanent business can be established is waiting for the right man.

**THE COMPANY NOW HAS MORE THAN \$76,000,000  
OF INSURANCE IN FORCE**

**The Minnesota Mutual Life Insurance Co.**  
ST. PAUL, MINNESOTA

### CONSERVATION OF BUSINESS

We are reinstating, revamping and cleaning up indebted policies for a number of Life Companies, thus standardizing and conserving the business, increasing the income, preventing lapses, and keeping the policyholders satisfied, and at practically no expense to the Companies.

Our references cover eighteen years of satisfactory service, and we respectfully solicit your patronage.

**THE OTIS HANN COMPANY, Inc.**

10 So. La Salle St.

Chicago, Illinois



C. W. Brandon

## "Velvet!"

**D**URING May, agents of The Columbus Mutual Life received checks ranging from \$100 to \$2500 each, representing special compensation for overwriting on agents they appointed during the recent agency year and previously. The Columbus Mutual overwriting compensation plan gives to agents money that otherwise would go to middle men, general agents, etc., and to "organization" expense.

If you are thinking of a change in connections, write your name and address on the margin of this advertisement and forward to C. W. Brandon, president of the company, at the home office, Columbus, Ohio. Innovations of this company are saving millions of dollars for policyholders and agents. The company would be glad to have you and your policyholders share in these millions.

### REFUND EXTRA WAR PREMIUM

Federal Union Life Will Also Adjust  
Settlements Made Under Military  
Service Permit

Following the signing by President Harding of the joint resolution of congress which in effect terminated the state of war existing between the United States and the central powers, the Federal Union Life of Cincinnati has decided to refund all extra premiums collected on account of military or naval service.

During the uncertainty of military and naval hazards, when this country was drawn into the World War, the Federal Union, in common with other companies, granted a military and naval permit to all of its policyholders who made request, either collecting in cash an extra premium of \$50 per \$1,000 per year, or charging this amount with 5 per cent interest to the policy reserve. A number of the company's policyholders thus safeguarded themselves, some paying the extra premium in cash and others allowing it to be charged to the reserve on their policies. The permit contained this provision: "In the event it is determined by the company, at the conclusion of the present war, that the extra premiums and restrictions herein provided have been excessive, an equitable refund shall be made to each policyholder from whom such extra premiums have been collected, and restrictions will be removed from all policies which are entitled thereto."

While the company sustained a number of losses, occasioned by deaths of policyholders abroad while in action, as well as in the United States in training camps, the board of directors decided, after careful consideration, to return in cash all extra premiums collected from policyholders on account of military or naval service during the late war, and to remove all restrictions imposed by the terms of the permits, whether the extra premiums had been paid in cash or charged to the reserve on the policies. Furthermore, that in all cases where claims may have been settled in accordance with the terms of the permit, for an amount less than the face of the policy, the difference between such settlement and the face of the policy shall now be paid to the beneficiary, thus placing the policies of deceased policyholders who died as the result of military or naval service on the same basis as those of living policyholders.

### Inheritance Tax Law Signed

The Arnold inheritance tax bill is now a law of Wisconsin. Life underwriters were not successful in having the measure vetoed by Governor Blaine. Several last-hour efforts were made in that direction, after the bill passed both houses of the legislature. At least two delegations of Milwaukee agents, representing a number of companies, were in Madison last week with regard to the bill. They argued that the tax measure would complicate commercial life insurance, such as partnership policies, use of insurance for collateral, etc. Governor Blaine signed the bill shortly after the Wisconsin supreme court decided that the Wisconsin inheritance tax law, taxing life insurance payable to third parties as beneficiaries, was constitutional. The constitutionality was attacked in the famous Allis case. The new law exempts widows from payment of inheritance tax on a maximum of \$25,000 of the entire estate, including life insurance. If mentioned in a will, there is an exemption for each child of \$2,000. Widows with minor children are entirely exempt. The rate of taxation on inheritances is increased from 5 to 8 per cent, practically doubling the old rate. This was the only large tax measure passed by the legislature, and the estimated revenue annually from the measure is \$1,500,000. The chief proposed amendment to the law was an exemption of \$50,000.

## "All that its name implies"

The

Square  
deal

## Agency Contract

Write for particulars.

**Guardian Life**  
Insurance Company

Home Office, Madison, Wis.

## HOME LIFE INSURANCE CO. NEW YORK

WM. R. MARSHALL, President

The 60th Annual statement shows admitted Assets of \$7,780,735 and the Insurance in Force \$185,755,819—a gain for the year 1919 of over \$27,000,000. The insurance effected during the year was over \$40,000,000, or 63% more than in the previous year. The amount paid to policyholders during the year was over \$4,388,000.

**W. A. R. BRUEHL & SONS**

General Managers  
Central and Southern Ohio and Northern Kentucky  
Rooms 601-606 The Fourth Nat. Bank Bldg.  
CINCINNATI, OHIO

**HOYT W. GALE**  
General Manager for Northern Ohio  
229-233 Leader-News Building  
CLEVELAND, OHIO

## FEDERAL UNION LIFE Insurance Company

Cincinnati, Ohio

has just issued a very interesting booklet  
"Suggestions for Increasing  
Your Income"

and would be pleased to send a copy to every  
Life, Fire and Accident Agent in  
Ohio, Illinois and Kentucky

## Rates Reduced

Premium rates reduced  
September, 1920.

All leading forms of policies written.

Best of contracts to agents.

Two general Agencies open  
in Iowa.

Write for information.

LOUIS H. KOCH, President

## National American Life Insurance Co.

Burlington, Iowa



# MODERN BUSINESS GETTING METHODS

## Hunt Up Man Whose Business Is Still Good, Plan of I. D. Miller, Philadelphia, Leader of the Provident Life & Trust

BY E. SIMON BANKS

JUST talk with Isaac D. Miller of the Philadelphia agency of the Provident Life & Trust for about five minutes and you will understand just why he led his office last year with \$900,000 of paid for business. Mr. Miller is president of the Philadelphia agency association of the Provident Life & Trust by virtue of his leading in business produced in 1920. However, although he paid for close to a million dollars, only \$600,000 was recorded on the books of his company, the rest being brokered.

Mr. Miller is not a young man. He is always cheerful and from behind his glasses one can always see a smile twinkling in his eye. Perhaps one reason for his ever-smiling countenance is the fact that he is a bachelor.

### Making Friends Is Secret for Success

Mr. Miller told me that one of the secrets for his success is the making of friends. And I believe him. For no one can talk to him for five minutes without wanting to meet him again. "Cheerful stick-at-it-iveness" is another reason coined by Mr. Miller.

This leader of the Provident Life & Trust's Philadelphia office is a modest man.

"I have no wonderful selling talk," he told me, "just the ordinary line of 'gah.' No, there's nothing wonderful about me."

### Gets Good Ideas From Trade Papers

While Mr. Miller may be just a plain, ordinary man, he still possesses common sense that enables him to combat arguments successfully; ability that enables him to put across the proper argument at the right time.

There is one thing that Mr. Miller said which merits passing on and that is this:

"I get some mighty good ideas," he said, "from the trade papers. Being a bachelor gives me plenty of time and so I'll sit down and read the papers over and there's some good stuff in them."

### Handling Prospect That Wants to Think It Over

Every agent has the prospect tell him that he will think it over. Procrastination is one of the habits of the American people. Here are two arguments that Isaac D. uses to combat this argument.

"I tell the young man that, from our experience, we find men tell us that now that they are no longer young, they realize more fully the benefits of life insurance. They say to us that they should have taken it or taken more at a younger age."

"Put off taking it now and something may develop. It may be a little heart murmur—some little thing—that will prevent your getting it."

### Money Put Into Insurance Always Safe

"A man knows that when he buys life insurance," he said, "that the companies safeguard the money carefully. Money put into insurance is safe, whereas money put into alluring investments is not always safe."

"Young men try to accumulate money to go into business. Banks today think a life insurance policy a bigger asset than a little money in the bank. A young man with a few hundred dollars

wants to start in business. It is not so easy to borrow money. But if he has a life insurance policy, he finds things smoother. Banks look on life insurance as a safeguard. A man carrying insurance can more easily get money from the bank or from his friends."

### Find the Man Who Is Making Money

Some agents complain of business being bad. They state that their prospects haven't any money; their business is not showing any profits. But—somebody is making money today. Some line is showing a profit. Some man is lolling back in his chair with a smile on his lips. Find that man. That is what Isaac D. Miller does. He says that he realizes that some lines are not making any money today. But, he stated that some lines are and he picks out his prospects today from the businesses that he knows are making money. And he doesn't complain about business being bad. He said he had a \$75,000 case that he could close just as soon as the cotton market picked up. He is not wasting time trying to sell that man now because he knows that the prospect hasn't the money today. Life insurance men can get something worth while out of this reasoning of

Mr. Miller. They can make it pay them.

Mr. Miller said that recently one of his policyholders sent up one of his employees to be written up. He sold that man an endowment policy. Most of his prospects, he said, are given him by his friends.

From Mr. Miller can be coined a motto for insurance men—Sell the prospect what he should have and show him just why he needs it. Sell confidence into him and make him your friend in addition to your policyholder.

### WILL HAS BEEN CHANGED

A quick-minded life insurance agent—we do not know who—selects a well-to-do prospect and makes his opening by asking his man, "Do you know that your will has been changed?" Instantly comes into the prospect's mind the provisions of his will—the bequest to wife and children, the legacy to a charitable institution or to a relative or old employee, the gift of funds for a library or a college or hospital, together with other provisions. And he answers, "No, not that I know of." Then this agent tells him about the federal inheritance taxes, and estate taxes of the several states, and transfer taxes, explaining to him or reminding him that since these must be paid before his estate can be distributed, and since he may have made his will without knowledge of these taxes, or before they were legally decreed, his will may have been vitally changed, and perhaps its purpose defeated, by legal enactment. Try it!—Mutual Life Points.

## THE TIME IS RIPE—WHERE IS THE MAN ?

Life Insurance Is at Hand for the Salesman Who Will Put His Mind to His Task

By S. W. GOSS  
Vice-President Security Life of Chicago

THIS is the time for the real life insurance man to lay the solid foundations of future business prosperity. Comparing present day business with last year, the weak-kneed and untrained men are finding that to get business requires real work and ability and are dropping out of the business.

Some of this class were ruined by the slushy methods used last year. Thinking and skill were not necessary and so they stopped thinking and entered on a process of degeneration. The fact is that conditions under which life insurance was written last year were positively harmful. Many salesmen, instead of growing stronger, grew weaker and unless they can now pull themselves together and get down to real work, they are through.

As the weak drop out, the field will be left to the real salesmen.

The present situation calls not only for real work, but it demands skill. This means a more highly trained and better equipped salesman. It is absolutely necessary that an insurance man today have initiative. He must have the "urge" that forces a man to get out and push his projects through. He must develop skill in diagnosis to be able to visualize the prospect's condition and insurance needs, out of which comes the creation of business. And because he must have the confidence of prospect and policyholder, he must and will direct his efforts to giving genuine service to them. This will gain for him the relationship of counsellor to his prospects and policyholders.

Out of this kind of spirit, mental at-

titude and work, will come inevitably the big insurance salesman. The pressure of the difficulties will make him a man of solid qualities, and the solution of his problems will lend a new skill and capacity to his brain and his attitude to people will issue in as fine a spirit as ever sent a man out to perform a great social service.

Last year did a good deal to break down the ability of life insurance men. This year is doing a great deal to restore that ability. We can look to the future for the best of life insurance salesmanship.

This is the good year for life men—not last year. This year looks to a bigger future for the man who is in earnest and has faith in his business and in himself. This, and the years ahead are going to be great years for the real life insurance man.

And the man who gets all this into his mind and lives by it now, puts his hand to the plow and doesn't look back, who thinks and thinks and works and works, will not only be making sure his future, but he will write as much business this year as he ever wrote—and he will find more satisfaction in doing it—for it will not be the result of a fantastic, unreal situation but the product of his brain and the work of his hands. It will be his creation and he will feel every fibre of his being growing strong and masterful in the process. There is no satisfaction equal to consciousness of growing power. In addition to that the real life insurance man of today has the certainty of the future prosperity of his business.

## Married Women Good Prospects for Policy For Inheritance Tax

MRS. A. B. GLADE of the Holzman Agency of the Equitable of New York, in Chicago, who recently sold three \$100,000 policies to wealthy married women for inheritance tax purposes, says that there is a limitless field for like cases. There are great possibilities for writing such cases, for there are countless women to be considered as prospects and very few of them have ever been approached for insurance. There is no danger of meeting the objection that "I'm overloaded with insurance already." Mrs. Glade also believes that the married women are easier to persuade than men, thus making the work easier.

### Needless to Explain Life Insurance

Mrs. Glade has set no rules of procedure and uses no special argument. She has the common inheritance tax selling talks and applies them as necessary. Feeling that there is no longer a need of selling insurance, but rather of selling a policy, she wastes no time in explaining the advantages of insurance itself.

She said, "There is no need of explaining the life insurance business. Every one knows it and the only need is to show the prospect his peculiar requirements and the applicable policy and, usually the more important point, the fact that the prospect can afford it."

### Getting Out of Interview

Mrs. Glade believes that one of the greatest difficulties met by life agents is the ability to get out of an interview. It is a very simple matter to get into a prospect's office, but a more difficult one to end the interview and get out. The prospect who is particularly busy or is about to leave on a trip will appreciate the agent's postponing the interview temporarily. Prospects cannot be rushed and if they do not care to talk life insurance, the agent must either talk something else and then come back later, or omit all conversation, making a definite appointment for the future.

### Seeks for Special Service

Service is the big feature in the campaign made by Mrs. Glade. She always believes in hunting for some peculiar service that can be done and arouse the interest of the man or woman. She cited the example of one large business policy that was sold, in spite of the fact that in the first interview the man said he was not interested in insurance. Mrs. Glade made it a point to find out what he was interested in and then departed for the purpose of finding some solution for his problem. The man was considering the drain on the company of the various taxes. She worked out a very complete and extensive chart, showing that the policy in question would not only give the company protection, but would double the capital in ten years. Needless to say, the policy was sold. Such suggestions as that are pointed out by Mrs. Glade as the proper attitude for life insurance agents. They should pick out some definite need for the prospect and offer real service, the life insurance policy being secondary.

### Plain Talk, Tact and Thought

Plain talk, tact and thought are the essentials of success, according to Mrs. Glade. She says that too many agents feel the result of working the feet more and the head less. If more thought were given to the problem, more sales would be made. It is a difficult task to sell insurance and re-

## Improved Disability Provision

Claim may be made *as soon as disability occurs*—no probationary period.

Payments begin immediately on approval of claim—no probationary period.

*Monthly* payments, lifelong, conditioned on permanence of disability.

Immediate waiver of future premiums—no waiting until next anniversary.

Full amount of insurance paid when insured dies, without deduction for disability payments or for premiums waived.

This new disability provision brings the service of America's oldest legal reserve life insurance company still closer to the needs of the insuring public.

For terms to producing Agents address

**The Mutual Life Insurance Company**  
of New York  
34 Nassau Street, New York



### \$50.00 A WEEK FOR LIFE

while totally disabled from either injury or illness. \$6,000.00 for death by ordinary accident, \$12,000.00 for Travel accident

### AND IT ONLY COSTS \$56.00 PER YEAR

Our top salesman made \$12,000.00 last year. Does it interest you? If so write

**BUSINESS MEN'S ASSURANCE COMPANY**  
W. T. GRANT, Vice-President. KANSAS CITY, MISSOURI

## Are You Permanently Established?

Write for Territory  
Pennsylvania—Ohio—West Virginia  
**PHILADELPHIA LIFE INSURANCE CO.**  
PHILADELPHIA



### To The Man Who Is Willing—and WILL

We are prepared to offer unusual opportunities for money-making NOW and creating a competence for the FUTURE.

For Contracts and Territory, Address  
**H. M. HARGROVE - President**  
Beaumont, Texas

## Chicago National Life Insurance Company

CENTURY BUILDING, STATE AND ADAMS STS.

JUST LICENSED BY ILLINOIS STATE DEPARTMENT

First 10,000 shares sold, over \$100,000 deposited with State

**WANTED: First class agency men: must be of undoubted experience and ability**

Rates per \$1000.00, age thirty, includes Double Indemnity for accidental death from any cause and a premium waiver with \$10.00 monthly income disability.

Ordinary Life.....	\$21.02	Endowment Age 50.....	\$44.82
20 Payment Life.....	31.12	Endowment Age 55.....	33.15
20 Year Endowment.....	44.82	Endowment Age 60.....	29.52
Coupon Bond.....	35.71	Endowment Age 65.....	25.78
Endowment Age 85.....	22.37	Endowment Age 70.....	20.42

District Manager wanted for Cincinnati and surrounding territory.

**THE GEM CITY LIFE INS. CO., Dayton, Ohio**

quires time. If service is to be given, a very diversified knowledge is required and much study necessary. If something particular is known about a prospect, an appointment is made previous to the approach, and then the "head-work" applied, the policy is easily sold.

Mrs. Glade believes that the field is especially great among women prospects and they seldom carry insurance, because men usually will not discuss insurance with their wives. It is distasteful to the men because they usually feel that they wish to carry all the burden of protection themselves. There is also a danger in suggesting a life policy for the wife in that she might consider it as a sign of selfishness on the part of the husband. The field of women prospects has scarcely been touched and with the realization of the value and ease of placing policies among them, policies for inheritance tax purposes should find a ready market.

### Continental Relicensed in Kansas

The Kansas department has won its fight with the Continental Life of Kansas City, Mo. The company signed an agreement that it would collect the interest due it on the daily balances maintained in one bank all of last year and will bring suit, if necessary, to collect it. The license to transact business in Kansas has been renewed. The license of this company was held up this year because the officers had failed to collect interest on \$60,000 daily balances in a single bank.

### West Coast to Move

The West Coast Life is preparing to move its home office into its new building the early part of September. During the war and up until very recently the building was occupied by the western department of the War Department. This government organization has completed the transfer of its effects to the Presidio and thus allowing the West Coast to get an early start on the changes which are necessary and which at first caused the company to despair of moving into the big structure in time for the annual convention of its Century Club, which is slated for September.

### Central Life to Build

President George B. Peak, of the Central Life of Iowa, announces that plans are complete for the erection of a 10-story Insurance Exchange Building in Des Moines at a cost of from \$500,000 to \$750,000. The new building will be located on the site of the old Grant Club at Fifth and Grand. It will have a frontage of 132 feet on Grand, 188 on Fifth street and two floors will be occupied by the Central Life. Mr. Peak states that two-fifths of the floor space is already contracted for. Architects' drawings for the new building show that it will be one of the finest in Des Moines and Iowa.

### Will Push Disability Business

I. A. Morrissett, vice-president and general manager of the Gem City Life of Dayton, O., was in Chicago last week conferring with some of the officers of companies in that city. Mr. Morrissett intends to push his accident and health department and hence has been gathering information that will enable him to give a still larger service. The company has written a fine life insurance business this year, showing a handsome increase. Its agency meeting will be held at Buckeye Lake, near Columbus, Aug. 18-19.

## HOTEL WISCONSIN

Big Hotel of Milwaukee

HEADQUARTERS for INSURANCE MEN

500 Rooms—400 with Bath

## WITH INDUSTRIAL MEN

### Prudential News

Agent Barnett Ringer, of Brooklyn 5, a Prudential veteran of 28 years, is again proving himself an all-around man this year. At the present time his industrial increase equals that of last year, his account showing a weekly increase every week, arrears of 6 per cent and advances of \$250 and a fair amount of ordinary.

Persistent and conscientious work resulted in the promotion of Lester M. Raabe to assistant superintendent in the Sacramento, Calif., district of Division Q. In an industrial contest during the past three months between the districts of Division Q, the first five positions were captured by men of this territory. The order of finish follows: 1, Ernest Lindquist, Los Angeles 1; 2, Edward R. Hinds, Los Angeles 3; 3, John F. Evans, Los Angeles 3; 4, John T. Lawton, Los Angeles 2; 5, James M. Arnold, Los Angeles 1.

Superintendent Fred E. Shelton of the Sandusky, O., district has taken charge of the Detroit No. 1 staff. The vacancy at Sandusky has been filled through the transfer of Superintendent Dorr H. Baker of Philadelphia No. 3.

Agent William C. Allen is promoted to an assistant superintendent in the Pittsburgh No. 2 district, where he formerly operated.

S. E. Long, superintendent of the Harrisburg, Pa., district, is the leader of Division K in both actual increase and proportionate actual increase thus far this year. Agent A. E. Smith of the same district is the leading agent of Division K in net industrial increase.

W. A. Tyler has been appointed superintendent of the Prudential's new district in Detroit, known as Detroit No. 2. He has been an assistant in Detroit No. 1, starting Oct. 16, 1899. Superintendent J. L. Scott has been transferred from Detroit No. 1, and on Aug. 1, will become superintendent at San Diego, Cal. Superintendent Fred E. Shelton, formerly of Sandusky, O., has been transferred to Detroit No. 1, succeeding Superintendent Scott. At a recent meeting of the joint staff in Detroit, the home office was represented by Vice-President Gray, Assistant Secretary Birkett and Division Manager Macklin.

The Prudential has created a new district at Birmingham, Ala., under the leadership of Lester F. Jacob, who, for the past nine years has held an assistantancy at Wilkes Barre, Pa. He started with the Prudential at Easton, Pa., March 20, 1909. He was made assistant in Kingston, which is in the Wilkes Barre district and later was transferred to the main office.

### Sees Locates in Chicago

John V. Sees, who has been general attorney of the American Insurance Union at Columbus, O., has resigned to become a partner in the firm of Luther-Egan-Springston Company at Chicago. The firm does a general insurance business. H. C. Springston of the firm was formerly a director of the American Insurance Union. The firm acts as general agent for the North American Accident, Republic Casualty, Minnesota Mutual Life and Century Life. It also conducts a local fire agency.

### Kansas City Life Convention

An agency conference is announced by the Kansas City Life for January or February, 1922. The sessions will be held at the home office. Issued and paid for business to the amount of \$150,000 entitles an agent to qualify, and another \$100,000 entitles him to bring along his wife or sister. On account of the war, a similar gathering was postponed from the early part of 1918, and all those who were entitled to attend that conference are, because of that fact, entitled to attend this. Agents already qualified guarantee an attendance at this conference of more than 150.

### Clinton C. Merrill

Clinton C. Merrill, formerly a teacher of salesmanship, has been made manager for southwestern Ohio of the Security Mutual of Binghamton, N. Y., with headquarters at Cincinnati. W. N. Bair remains as general agent.